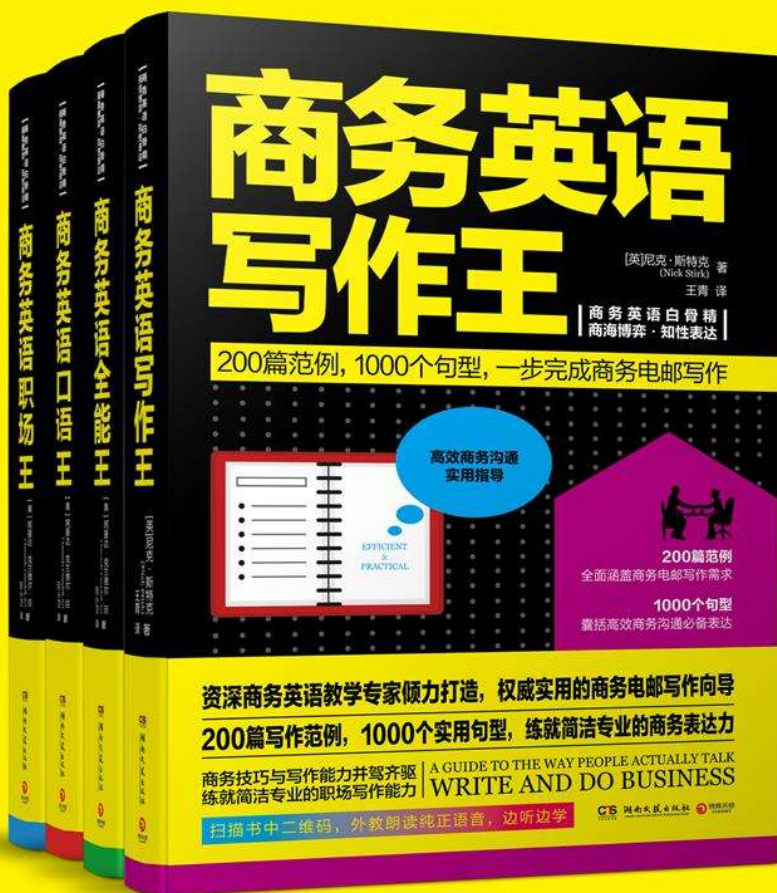


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目录

商务英语写作王
商务英语全能王
商务英语口语王
商务英语职场王

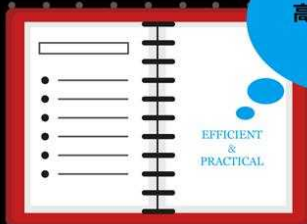
商务英语 写作王

[英]尼克·斯特克 著
(Nick Stirk)

王青 译

商务英语白骨精
商海博弈·知性表达

200篇范例, 1000个句型, 一步完成商务电邮写作



高效商务沟通
实用指导



200篇范例

全面涵盖商务电邮写作需求

1000个句型

囊括高效商务沟通必备表达

资深商务英语教学专家倾力打造, 权威实用的商务电邮写作向导

200篇写作范例, 1000个实用句型, 练就简洁专业的商务表达力

商务技巧与写作能力并驾齐驱
练就简洁专业的职场写作能力

A GUIDE TO THE WAY PEOPLE ACTUALLY TALK
WRITE AND DO BUSINESS

扫描书中二维码, 外教朗读纯正语音, 边听边学



湖南教育出版社



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目录

版权信息

前言

商务电子邮件的写作技巧

通用表达 General Expressions

 日常通信 Everyday Correspondence

 常用商务缩略语 Common Business Abbreviations

 起首语与结束语 Openings and Closings

 致谢 Expressing Thanks

 祝福 Expressing Good/Best Wishes

 道歉 Apologies

 表示吊唁/慰问 Expressing Condolences

 表示同情 Expressing Sympathy

 邀请 Invitations

 提醒 Reminders

 请求帮助 Requesting Help

 提供帮助 Offering Help

 提出建议 Giving Suggestions

 警告 Giving Warnings

 提出意见 Giving Advice

 赞赏 Appreciation

 推荐 Recommendations

 祝贺 Congratulations

 投诉 Complaints

 预约 Appointments

 欢迎 Welcome

 附件 Attachments

 取消 Cancellations

资讯 Information

询问联系方式 Asking for Contact Information
安排时间/制订计划 Arranging Times and Making Plans
传达一般的资讯 Conveying Neutral News
传达好消息 Conveying Good News
传达坏消息 Conveying Bad News
索取资讯 Requesting Information
公告或通知 Announcements or Notices
确认邮件 Confirmation Message
阐明 Clarification
更新 Update

请求和批准 Requests and Approvals

向员工征求意见 Request for Employee Suggestions
申请授信审批（企业对企业） Request for Credit Approval (Business to Business)
申请授信审批（消费者对企业） Request for Credit Approval (Consumer to Business)
征求计划书 Request for Proposal (RFP)
申请购买办公设施 Request for Buying Office Facilities
请求延长截止日期 Request for Deadline Extension
招标 Request for Bids
要求提交预算 Request for Budgets
批准员工的意见 Approval for Employee Suggestions
批准授信（企业对企业） Approval for Credit Application (Business to Business)
批准授信（企业对消费者） Approval for Credit Application (Business to Customer)
批准计划书 Approval for Proposal
批准购买办公设施 Approval for Buying Office Facilities
批准延长截止日期 Approval for Deadline Extension
批准投标 Approval for Bids
批准预算 Approval for Budget

拒绝 Rejections

拒绝意见 Suggestion Rejection

拒绝授信申请 (企业对企业) Credit Application
Rejection (Business to Business)

拒绝授信申请 (企业对消费者) Credit Application
Rejection (Business to Consumer)

拒绝建议 Proposal Rejection

拒绝购买办公设施 Buying Office Facilities Rejection

拒绝延长截止日期 Deadline Extension Rejection

拒绝投标 Bid Rejection

拒绝预算 Budget Rejection

态度 Attitudes

惊讶 Surprise

高兴 Gladness

感谢和钦佩 Appreciation and Admiration

鼓励 Encouragement

关心与关注 Care and Concern

表达祝愿 Expressing Wishes

表达意向 Stating Intentions

指出重要性 Expressing Importance

表示能力 Expressing Ability

请求许可 Asking for Permission

应不应该 Should I or Shouldn't I

赞同与不赞同 Agreeing and Disagreeing

喜欢与不喜欢 Likes and Dislikes

表达偏好 Expressing Preferences

表示有兴趣 Expressing Interest

表示好奇 Expressing Curiosity

责怪与抱怨 Blaming and Complaining

肯定与不肯定 Certainty and Uncertainty

可能和不可能 Possibility and Impossibility

猜测 Guesses

时间和空间 Time and Space

时间 Time

频度 Frequency

次序和顺序 Sequence and Order

速度/速率 Speed/Velocity

同时性 Simultaneity

连续性 Continuity

位置 Position

方向 Direction

距离 Distance

面积和体积 Area and Volume

性质和数 Properties and Numbers

形状 Shape/Form

颜色 Color

材料 Material

感觉 Feelings

质地 Texture

价值 Value

数 Numbers

数量 Amount

充足与不足 Sufficiency and Insufficiency

过量 Excess

基础运算 Basic Arithmetic

倍数和百分比 Multiples and Percentages

增加和减少 Increase and Decrease

基础测量（长、宽等） Basic Measurements（Length, Width, etc.）

近似值和平均值 Approximate Value and Average Value

比率和比例 Ratios and Proportions

最大值和最小值 Maximums and Minimums

情景表达 Situational Expressions

通知 Making Notices

通知开会 Announcing Meetings

更改开会时间 Changing the Meeting Time

宣布培训计划 Announcement of Training Programme

通知放假 Announcing Holidays

通知聚会 Announcing Parties

费用报销 Reimbursement of Expenses

清理办公桌政策 Clean Desk Policy

新分店开张 Opening a New Branch

地址变更 Change of Address

合并 Mergers

停电 Power Shutting Down

公司介绍 Company Introduction

公司介绍——制造业 Company Introduction—
Manufacturing Industry

公司介绍——旅游服务 Company Introduction—
Tourism Service

公司介绍——进出口公司 Company Introduction—
Import & Export Co.

公司介绍（简介） Company Profile（Brief）

发布消息 Press Release

发布（好消息） Press Release（Good News）

发布（坏消息） Press Release（Bad News）

宗旨声明 Mission Statement

质量控制原则声明 Policy Statement on Quality Control

会议相关的文书写作 Writing About Conferences

会议通知 Conference Notice

会议邀请 Invitation to Conference

邀请嘉宾做主题发言人 Inviting Someone to Be the
Keynote Speaker

接受邀请 Accepting the Invitation

拒绝邀请 Refusing the Invitation

会议议程 Conference Agenda
会议消息 Conference Message
感谢嘉宾发言 Thanks for Making Your Speech
提出邀请 Making an Invitation
回复邀请 Replying to an Invitation
会后联系 Post-Conference Contact

联系客户 Connecting with Clients

邀请客户访问公司 Inviting a Client to Visit the Company
客户的访问要求 A Client's Proposed Visit
回复客户的访问要求 Responding to the Proposed Visit
更改来访时间 Changing the Time of the Visit
宾馆预订 Hotel Reservation
感谢热情接待 Expressing Gratitude for a Warm Reception
访问后的跟进 Follow-up After the Visit
致客户的第一封电邮 First E-mail to a Client
请客户写推荐信 Asking a Client to Write a Recommendation

市场营销与销售 Marketing and Sales

新产品发布 The Launch of a New Product
销售信函（首次接洽） Sales Letter（First Contact）
销售通函 Form Sales Letter
销售信函（按联系方式跟踪销售） Sales Letter（Following a Contact）
销售信函（按销售记录跟踪销售） Sales Letter（Following a Sale）
销售信函（沉寂的顾客） Sales Letter（Inactive Customer）
收账信函（首次通知） Collection Letter（First Notice）
收账信函（最后通知） Collection Letter（Final

Notice)

问卷调查1 (消费者) Questionnaire 1-Customers

问卷调查2 (供应商) Questionnaire 2-Suppliers

问卷调查3 (雇员) Questionnaire 3-Employees

贸易与服务 Trade and Service

询问公司的情况 Asking for Information About a Company

介绍公司 Introducing a Company

询问产品信息 Asking for Product Information

介绍产品及报价 Introducing Products and Quoting Prices

讨价还价 Negotiating Prices

下订单 Placing an Order

确认订单 Confirming an Order

催货 Urging Delivery

为交货延迟而道歉 Apologizing for Delayed Delivery

催货款 Urging Payment

请求延期付款 Requesting Deferred Payment

索要信息 1 Asking for Information 1

索要信息 2 Asking for Information 2

交货延迟 1 Delivery Delay 1

交货延迟 2 Delivery Delay 2

瑕疵品 Defective Items

价格更正通知 Price Increase Notification

不能完成订单 Unable to Fulfill This Order

道歉 Apology

道歉与补偿 Apology and Remedy

道歉与解释 Apology and Explanation

(严重的) 投诉 Complaint (Serious)

(一般的) 投诉 Complaint (Basic)

人力资源 Human Resources

管理层人事变动的通知 Announcing Changes in

Leadership

确认升职 Promotion Confirmation

升职公示 Notification of Promotion

欢迎新同事 Welcome a New Member

解除（雇佣）合同 Terminating the Contract

申请批准公费培训项目 Request for Approval in
Sponsoring Training Programme

辞职信 Resignation Message

请求加薪或升职 Request for Raise or Promotion

工作面试 Job Interviews

职位描述（简介） Job Description（Brief）

招聘广告 Job Advertisement

雇主的跟进回信（胜出的候选人） Employer's Follow-
up Letter（Strong Candidate）

雇主的跟进回信（不符合条件的候选人） Employer's
Follow-up Letter（Unqualified Candidate）

雇佣通知书 Job Offer Letter

推荐信（升职） Recommendation（Promotion）

推荐信（有竞争力的候选人）

Recommendation（Strong Candidate）

推荐信（有保留意见） Recommendation（with
Reservations）

参加面试 Participating in Interviews

申请函 Application Letter

请求写推荐信 Recommendation Request Letter

职位申请书 Application Essay

职位接受函 Job Acceptance Letter

感谢推荐人 Thank You for Your Reference

面试后的跟进函 Interview Follow-up Letter

前言

无论你从事何种业务，身居何等职位，你都会发现这本书绝对是商务电子邮件写作的必备之书。

如果你能正确理解并遵循本书开篇的指导，你所编写的商务邮件立即会在同行和同事中脱颖而出，因为它们不但简洁明了，最重要的是，非常专业。

通用表达部分介绍了在日常工作中可能要处理的一类电子邮件。无论是询问资讯，还是索要物品，或者是申请批复，你都会在这里找到理想的电邮范本。

情景表达部分涉及通知、会议、销售与营销等很多方面，无论你需要的是什麼，本书在这些方面所提供的具体内容都会对你有所帮助。

你可以随时随地阅读这本书，而从中获取的知识将有助你在工作中获得关注和提拔。只要你认真学习了这本书，并且把所学知识付诸实践，那么，今后写电子邮件将不再是负担，而是福气！

在此，我要感谢所有对这本好书做出过贡献的人，特别是我的编辑西莉亚，她提出了很多宝贵意见，才使这本书得以顺利完成。同时，我还要感谢王青先生出色的翻译工作。

——作者

商务电子邮件的写作技巧

电子邮件是一种方便快捷的交流方式。它比书信速度快，也比打电话方便。平时我们与朋友电邮往来，使用的往往是非正式的语言。在本章中，你将学习到更多有关专业内容的电邮格式和语言。

发电邮的时间

电邮非常方便，因此时刻都吸引着人们去使用它。下列情况特别适合发电邮：

- ⊙提出一项简单的请求。
- ⊙发出一些简单的资讯。
- ⊙希望给接收电邮者一点儿时间，使他在回复之前能考虑一下。

下列情况不适合使用电邮：

- ⊙请求或信息太复杂或太敏感（打电话吧）。
- ⊙需要进行磋商（打电话吧）。
- ⊙接收者需要正式的书面记录（写信吧）。

请记住一条总体的原则，即繁忙的人是不太愿意花太多时间来看和回复电邮的。

为你所要传达的信息建立一个情境

发电邮时，要确保形式上的一些东西能使接收者了解尽量多的有关你的信息。尤其是发有专业内容的电邮时须特别注意这一点。

邮箱地址 电邮的接收者可能会根据你的邮箱地址来判断你本

人。一封从happy2000@hellokitty.com邮箱发出的电邮可能不会被十分认真地对待！在有专业内容的电邮中，你最好使用基于你本名的看起来比较像样的电子邮箱，比如ky_wong@hotmail.com。

主题项 任何电邮都应该有一个简短的传达主要信息的主题项。因为许多人会根据主题项来决定是否看邮件。你还可以使用一些常用缩略语。

REQ（请求）：告诉接收者你提出了一项请求，并且期待答复，例如：“REQ：Visit your workplace（请求：访问你的工作场所）。”

FYI（告知）：告诉接收者你发送了一些资讯，并不期待回复，例如：“FYI：Confirm the date of your visit（告知：确认到访的日期）。”

接收者的称谓 电邮并不像信函那样严格地要求称呼接收者。但是，如果你所发出的信息是给职位比较高的人，或者你知道他们的名字，就应该这样开头：“亲爱的王先生”或“亲爱的刘女士”。不要猜测别人的姓名或者性别，并且避免使用别人的教名。如果你不确定的话，那就干脆省略称谓项。

署名 在邮件的最后要加上署名，包括你的全名、地址、电话和电子邮箱。当然，大多数的电邮程序会自动插入署名。

提出请求

你所发出的第一封电邮是非常重要的，通常它应该就是某种请求。在提出请求时，非常关键的一点是你要提供给接收者能促使他做决定的所有信息。你可以按如下模式进行：

⊙表明你的身份。

⊙解释一下你是如何得到接收者的姓名及邮箱地址的。

⊙介绍一下你提出如此请求的背景。

⊙提出请求。

⊙表明你所希望的回复方式。

如果你希望发送你的简历或者辅助文件，最好以附件形式发送。但是，即使你这样做了，也不要想当然地认为接收者会把这些文件打印出来。如果你想确保接收者有打印出来的文本的话，可以事后通过邮寄或传真的方式发给他们。

语言和风格

电邮的语言和风格会给接收者留下关于你本人的个性以及专业素质方面的印象。下面是几点基本提示：

⊙使用适合于正式信函的语言——避免使用通常见于朋友之间通信的那些缩写及其他非正式的表达方式。

⊙邮件内容应该尽量简短，并使用较短的段落——人们不太愿意在电脑屏幕上阅读冗长的邮件信息。

⊙确保每个段落都能传达信息且可以独立成章——要避免使用太多的代词，而且不要指望接收者能记住你之前所发过的邮件里的内容。

请检查一下语法和拼写——别以为在电邮中准确性就不重要。

回复电邮

回复专业内容的电邮有两项基本原则：

⊙迅速回复你收到的每一封电邮。如果你所收到的邮件似乎并不需要回复，你还是应向发信者发一封致谢信，并且告诉对方你已经了解邮件的内容。

⊙总是使用电邮程序的回复功能。这样就能告诉接收者你所回复的是哪个邮件了。不要臆想接收者能够记住曾经写给你的内容。

在回复邮件时，引用发信者的邮件内容是个好办法。大多数的电邮程序都能够自动引用。当你引用时，最好删除所要回复的原件中不需要回复的部分。你也可以分拆原件的内容，然后逐条回复。

位高权重的忙人一般会发非常短而且非正式的回复。但对你来说，这样做就行不通。你应该总是对发信者致谢，并且要一直使用正式的语言和保持正式的风格。

书写电子邮件的注意事项

⊙保证电邮短小精悍——大家不愿意阅读冗长的电邮。

⊙不要使用缩写，除非你确定收件人能够明白。

⊙只有在特别强调的情况下才使用大写。大写的词语看起来像是叫嚷。

⊙不要使用下画线——下画线看起来像是网站链接。

⊙为了清晰可辨，在段落之间空一行。

⊙确保你的拼写和语法尽可能地准确（使用电脑上的拼写检查功能）。

⊙决不能不仔细检查就发送邮件。如果你收到的邮件包含你看不明白的内容，就应该迅速回复，要求确认。

⊙确保你已经附上了想要作为附件发送的文件。

⊙确认收信人是你要发给邮件的人！

高效率地使用电邮

你很可能已经认为自己是使用电邮的行家了，毕竟，你可能每天都得应付许多电邮。但是，即便如此，我们也总是会有可以改进的方面，因此，花点儿时间检查一下你的网络礼仪吧。

一个高效率的电邮使用者应该：

⊙每天查邮箱。

⊙限定自己查邮件的次数。

⊙迅速回复邮件。

⊙每条电邮阅读一遍，且只读一遍。

⊙即刻删除不想接收的邮件。

通用表达 **General Expressions**

日常通信 **Everyday Correspondence**

常用商务缩略语 **Common Business**

Abbreviations

下面列出了一些最常用的商务缩略语。

ASAP-as soon as possible尽快

API-Application Programming Interface应用程序编程接口（在数据库或计算机系统内建立的界面，用以接收从其他计算机或第三方发来的请求）

ASP-Application Service Provider应用服务供应商（通过网络为消费者提供服务）

B2B-Business to Business企业对企业（面对其他公司开展销售业务的公司，如甲骨文公司）

B2C-Business to Consumer企业对消费者（面对个人开展销售业务的公司，如亚马逊公司）

CAD-Computer Aided Design计算机辅助设计（供工程师和建筑设计师使用进行设计的计算机工具和软件）

CAGR-Compound Annual Growth Rate复合年增长率（银行或者投资项目使用的累积利息率）

CEO-Chief Executive Officer首席执行官（大老板）

CFO-Chief Financial Officer首席财务官（财务部门的负责人）

CMO-Chief Marketing Officer市场总监（市场营销部门的负责人）

COO-Chief Operating Officer运营总监（运营部门的负责人）

CTO-Chief Technology Officer技术总监（技术方面的负责人）

CRM-Customer Relationship Management客户关系管理系统（为有效地管理客户而使用的一套系统，可用来收集、分析和存储客户的信息）

EBITDA-Earnings Before Interest, Taxes, Depreciation and Amortization扣除利息、税收、折旧和摊销之前的收益（公司财务状况的一项指标）

EDI-Electronic Data Interchange电子数据交换（在不同的公司和机构之间用以进行数据交换的一套标准）

EPS-Earnings Per Share每股收益（公司的收益与普通股份收益的比例）

ERP-Enterprise Resource Planning企业资源规划系统（一套整合了机构所有数据的系统）

FIFO-First In First Out先入先出法（在计算机程序和会计业务中使用；它决定了先到的先处理这一原则）

GAAP-Generally Accepted Accounting Principles公认会计原则（公司内部用以执行财务会计的准则）

ICT-Information Communications Technology信息通信技术（用于涵盖与信息技术和电子通信有关的所有领域的专用名词）

ISV-Independent Software Vendors独立软件商（专门为一个特

定的市场制作软件的一群开发者或一个公司)

IPO-Initial Public Offering首次公开募股(一家公司首次股票市场上市)

LIFO-Last In First Out后进先出法(在计算机程序和会计业务中使用;它决定了后到的先处理这一原则)

LLC-Limited Liability Company有限责任公司(对其成员个人负责的一种法律实体,即法律实体对其成员提供完全的个人责任保护)

MSRP-Manufacturer Suggested Retail Price厂商建议零售价(一个公司为了统一其产品在不同地区的价格而提出的零售价)

NDA-Non Disclosure Agreement保密协议(双方为确保机密而签订的合同)

NPV-Net Present Value净现值(用以评估长期投资或项目的一种方法)

OEM-Original Equipment Manufacturer贴牌生产(一个公司生产的设备被其他公司以另外的品牌销售;有时也指中间商)

OTC-Over-The-Counter即期交易(股票或其他衍生产品在两者之间直接交易)

P & L-Profit and Loss损益表(亦称收益表,是一种用以列明收入是如何转化为利润或亏损的财务报表)

POS-Point of Sale销售终端(零售商店里的付款处,或是其后面的硬件设备)

RFP-Request For Proposal征求计划书(对供应商发出的针对一项特殊任务或服务而招标的邀请函)

ROI-Return On Investment投资回报率(收回的资金与总资金投

入的比率)

ROS-Return On Sales销售收益率(收回的资金与总销售收入的比率)

SAAS-Software As A Service软件运营(在网上开发的软件或应用程序,而用户通过互联网来使用它们)

SOHO-Small Office/Home Office单独办公/家里办公(小的办公环境或者在家里的办公环境)

TCO-Total Cost of Ownership总体拥有成本(估算所有成本的一种方法——与项目或采购有关)

TQM-Total Quality Management全面质量管理(一种使整个机构注重产品质量的管理策略)

TSR-Total Shareholder Return股东总回报(一种考虑到股息和股票收益的评价方式)

VC-Venture Capital风险投资(一种所有者出让部分所有权的融资方式)

起首语与结束语 **Openings and Closings**

起首语是写在邮件最开始的词句。正因为它们是最先被阅读到的,因此一定要小心谨慎地措辞。

结束语是写在邮件最后的语句。通常情况下,最好是以愉快和积极的语气结尾。

常用句型 **Useful Sentences**

Openings-Formal 起首语(正式的)

Dear Mr./Mrs./Ms. Zhang亲爱的张先生/夫人/女士

Dear Jane亲爱的简

Openings-Informal 起首语（非正式的）

Good morning all大家好

First name（Jim）名字（吉姆）

Hi嘿

Closings-Formal结束语（正式的）

Regards

此致敬礼

Best wishes谨致问候

Closings-Informal结束语（非正式的）

Cheers谢谢/再见

Thanks谢谢

Thank you谢谢你

All the best一切顺利/万事如意

Speak to you soon再见

See you soon再见

经典范文 **Model**

Subject : Request for permanent part-time hours of work.

Dear Colin ,

I would like to request a permanent reduction in my hours of

work from full-time to 4 days per week. My reasons for this are personal ones. I have undertaken some part-time extramural study this year and I would like to have enough time to devote to this in order to make it worthwhile.

I also have a 90-year-old mother who is becoming frailer and I would like to have more time to take care of her.

I would be happy to discuss this with you by phone if necessary. My extension is 8470.

Thank you ,

Petra Johnson

主题：请求长期地减少工作时间

亲爱的考林：

我想长期地减少工作时间，即从全日制改为每周工作四天。提出这一申请主要是由于我个人的原因。今年我报名参加了业余的成人教育课程，因此，我希望能有足够的时间用来学习，以确保学有所获。

另外，我90岁的老母亲日益羸弱，我希望能有更多的时间来照顾她。

如有必要，我愿意与您通过电话商议此事。我的分机号码是8470。

谢谢！

派特拉·约翰逊

致谢 Expressing Thanks

表达对某人或者某事的感激之情。你应该：

1.说明你为何事而感谢。

2.表达你的感激之情。

常用句型 Useful Sentences

Formal正式的

1.Thank you so much for.....就.....之事，十分感谢。

2.Thank you very much for.....就.....之事，非常感谢。

3.Many thanks for.....对于.....万分感谢。

4.I am writing to thank you for.....就.....之事，我特此写信表示感谢。

5.I am writing to tell you how grateful I was for.....我此次写信是为了表达对您.....的感激之情。

6.It was most kind of you to.....承蒙.....，不胜感激。

7.I am really very grateful for.....我衷心地感谢你.....

8.I would like to thank you for.....我要谢谢你.....

9.I cannot thank you enough for the.....就.....之事，我对你真是感激不尽。

10.How can I possibly thank you enough for the.....就.....之事，我真不知如何感谢你才是。

11.I really appreciate everything you have done.我真心地感谢你所做的一切。

Informal非正式的

1.It was so good of you to.....谢谢你.....

2.It was so kind of you to.....谢谢你.....

3.It was really great of you to.....非常感谢你.....

4.Just a quick note to say many thanks for.....只言片语，聊表谢意。

5.You're a pal ! 够哥们儿！

6.Thanks, good buddy.谢了，兄弟。

经典范文 Model

Subject : Thanks

Hi Mary ,

Thank you for your week of working double time on my behalf. I couldn't have taken my trip if you hadn't taken up the slack.You even straightened the files that have been neglected for some time.Be sure to let me know when you are ready for your big vacation.I will be the first in line to cover your desk.

John

主题：致谢

玛丽：

你好！

谢谢你为了我而加倍工作了一周。如果不是你帮我完成落下的工作，我就不能去旅行了。你甚至还帮我整理了文件，我有一阵子没顾上它们了。当你准备休假的时候，请一定记得通知我。我会第一个过来承担你的工作。

祝福 Expressing Good/Best Wishes

我们常常需要在电邮中对正在发生或即将发生的某些事情表达美好的祝福。

常用句型 Useful Sentences

Birthday wishes生日祝福

1.Happy birthday ! 生日快乐 !

2.I hope you have a happy birthday ! 祝你生日快乐 !

3.We all wish you a very happy birthday.我们共同祝你生日快乐。

4.We send you our best wishes for a happy birthday.我们对你的生日致以美好的祝愿。

Holiday wishes节日祝福

1.Happy New Year ! 新年好 !

2.Happy Spring Festival ! 恭贺新禧 ! 3.Merry Christmas ! 圣诞快乐 !

4.Merry Christmas and Happy New Year ! 圣诞快乐 , 新年好 !
5.Happy Valentine's Day ! 情人节快乐 !

6.Happy Dragon Boat Festival ! 祝你过个愉快的端午节 !
7.Happy Mid-Autumn Festival ! 中秋节快乐 !

8.Best wishes for the holidays ! 祝节日快乐 !

Expressing good wishes表达祝愿

1.I wish you a pleasant/safe journey/trip.祝你旅途愉快/一路平安。

2.Good luck in your new job.祝你在新工作中一切顺利。

3.Please give my best wishes to everyone.请代我问候大家。

4.Good luck with.....祝你.....好运。

5.I would like to take this opportunity to wish you every success in the future.

借此机会祝你在未来的日子里一切顺利。

6.Please give my best wishes to.....请向.....转达我的祝福。

7.Please give my regards to.....请代我转达对.....的问候。

经典范文 **Model**

Subject : Spring Festival

Dear all ,

Holiday greetings from Shanghai Corporation World Headquarters ! At this season we pause to remember each of you and the contributions you have made to our international efforts. We hope that the joy of the holidays will fill your hearts and homes, and that all your associations will be rewarding.We are happy to announce that a holiday bonus will be included in each paycheck this month.Thank you for making this past year the best ever.

Best wishes for the holidays.

Samuel Ling

主题：春节

致全体员工：

上海有限公司国际总部祝大家节日快乐！值此佳节，我们记起了你们每一位员工以及你们为我们的国际合作所做的贡献。在此我们祝各位节日愉快，合家欢乐。同时，我们也希望你们所有的生意往来都有所回报。与此同时，我们很高兴地通知大家，节日奖金将会打入每位员工本月的工资卡中。谢谢大家！是你们的努力使过去的一年成为效益最好的一年。祝佳节愉快！

萨缪·令

道歉 Apologies

有时我们需要表达歉意，往往是因为自己做过某件事、没有去做某件事或者没能够去做某件事。道歉应该是真诚的，而且应该强调是你自己的过错，或者解释你没能够去做某事的原因。你应该：

- 1.道歉。
- 2.解释发生了的事情。
- 3.保证将来不会再发生了。
- 4.最后，再次道歉。

常用句型 Useful Sentences

Formal正式的

1.I really must apologize for.....我真得为.....道歉。

2.I am sorry for any inconvenience this may have caused you.
我对由此给您带来的麻烦表示歉意。

3.I would like to express my apologies for.....我要为.....表达我的歉意。

4.It is with great regret that.....非常抱歉 ,

5.I regret that I have caused you.....我为给你造成的.....道歉。

6.I hope you will forgive me for.....我希望你能就.....之事原谅我。

7.I am writing to apologize for.....我为.....之事写信道歉。

8.I am writing to express my apology for.....我为.....之事特此写信表达歉意。

9.Please accept my apology for.....请接受我就.....之事的道歉。

10.My apologies for not being able to.....我为未能.....道歉。

Informal非正式的

1.I am so sorry.....非常抱歉.....

2.I really feel bad about.....我真的觉得对不起。

3.I'm sorry I couldn't.....对不起 , 我没能.....

4.I'm sorry for.....对不起 ,

5.I apologize for.....我为.....道歉。

6.I am really sorry.....真对不起 ,

7.I really didn't mean to offend you when I.....当我..... , 我真的不是故意要冒犯你。

8.Sorry for the.....对不起 ,

9.Sorry mate.对不住，哥们儿。

经典范文 Model

Subject : Apology

Dear Mrs. Hoo ,

I feel I owe you a personal apology for my insensitive comment at the meeting yesterday. I know these days since John's funeral have been very difficult for you, and I was clearly out of order in making reference to“merry widows.”I'm sorry you had to suffer from my foolishness.

I hope you will be able to forgive me. I have tremendous respect for you and your abilities, and I hope we can continue to work well together.I'm terribly sorry.

Regards ,

Tom

主题：道歉

亲爱的胡夫人：

我为我在昨天会议中的不当言辞向您道歉。我知道，自约翰下葬以后，这些日子您一定非常难过，而我居然说起“快乐的寡妇”之类的话，我想当时我一定是脑子出了问题。很抱歉，都是因为我的愚蠢给您带来了痛苦。

我希望您能原谅我。我非常尊重您本人以及您的能力，并且希望我们能够继续在一起愉快地工作。我真的非常非常抱歉。

此致

敬礼！

汤姆

表示吊唁/慰问 **Expressing Condolences**

吊唁/慰问是为了向某人表达对于最近发生在他或她身上的不幸事件的哀伤。

你应该：

- 1.解释你为什么哀伤。
- 2.表达你的哀伤之情。
- 3.表示愿意提供帮助。

常用句型 **Useful Sentences**

Formal正式的

- 1.I am saddened to hear that.....听到.....的消息，我很悲伤。
- 2.Please accept my very sincere condolences on.....请接受我对.....的真诚哀悼/慰问。
- 3.I was shocked and deeply saddened to hear that.....听到.....的消息，我很震惊，并深表悲伤。
- 4.I wish you a speedy recovery.祝你早日（从悲痛中）恢复。
- 5.If there is anything I can do for you please let me know.如果我能为你做些什么的话，请告诉我。
- 6.Please accept my deepest sympathies over your recent loss.我对您最近所遭受的损失表示深切的同情。

Informal非正式的

1.I was so sorry to hear that you.....听到你.....，我很伤心。

2.Sorry to hear about your.....很遗憾地听说你.....

3.That's a real bummer！真是太遗憾了！

4.You must be really upset about.....关于.....的事，你一定很难过。

5.Hey！Cheer up！嘿！别难过了！

经典范文 Model

Subject：Promotion

Dear Jack，

I want you to know that I understand your disappointment at not receiving the promotion you wanted. While you have proven your worth as a contributing, effective member of our team, Mary's greater number of years in the company, in addition to her experience working on the Smith project, combined to make her the leading candidate for the job.

Please keep in mind that opportunities for advancement will come again. If you continue to be as productive and resourceful as you have been in the past, I see a bright future ahead of you.

Regards，

Tim Wang

主题：晋升

亲爱的杰克：

我理解你对未能晋升一事的失望之情。作为我们团队中有贡献、有影响的一员，你已经证明了你的价值。然而，玛丽有在史密斯项目中的工作经验，且有更长一些的工作年限。二者综合，使她成为这个职位的首要人选。

请记住，晋升的机会还会再有。如果你能一如既往地卓有成效和足智多谋，你的前途将会一片光明。

此致

敬礼！

蒂姆·王

表示同情 Expressing Sympathy

在写表达同情的信件时，要写出你的真情实感。表达对逝者真挚感情的一句话，胜过一篇长篇大论的文章。不要在信中喋喋不休地谈论具体的病情或死亡的性质，也不要说“塞翁失马，焉知非福”之类的话，但一定要询问一下你可以帮助做些什么。

常用句型 Useful Sentences

Formal正式的

1.I share your pain/sorrow/sadness.我跟你一样悲痛/悲伤/忧伤。

2.I'm truly/deeply/extremely sorry to hear that.....听到.....，我真切地/深切地/极其感到难过。

3.Please accept my deepest sympathy.请接受我最深切的慰问。

4.You have my heartfelt/deepest sympathy.谨向您表示衷心的/最深切的慰问。

5.I was saddened to hear about.....听到..... , 我很悲伤。

6.We are saddened to learn that your mother/father has passed away.听到你母亲/父亲去世的消息 , 我很难过。

7.Please let me know if there's anything I can do for you and your family.如果我能为你和你的家人做些什么的话 , 请告诉我。

8.If you need a shoulder to cry on, you can call me anytime.如果你需要有人来安慰的话 , 你随时可以给我打电话。

Informal非正式的

1.You must be feeling terrible/awful right now.你现在一定觉得很难受吧。

2.If you need anything at all, please just let me know.如果你需要什么帮助 , 请尽管告诉我。

经典范文 Model

Subject : Jane Wu

Dear all ,

We have lost a dear friend and valued colleague. Jane Wu died yesterday afternoon following a short illness.Our grief and sadness at this time are little compared to what Jane's family must be feeling.Our hearts and prayers go out to them.A plaque in memory of Jane will be unveiled next Tuesday morning at 10 a.m.

With deepest sympathy ,

Carol Wang

主题 : 简·吴

致全体员工：

我们失去了一位亲爱的朋友和重要的同事。简·吴于昨天下午经过一场短暂的病痛后去世了。我们的悲伤和难过无法与简的家人所承受的相提并论。让我们衷心地为他们祈祷。一块为纪念简而设立的铭牌将于下星期二上午10时揭幕。

谨致深切的慰问！

卡罗·王

邀请 Invitations

邀请信是邀请某人出席某活动的信函。邀请信应该明确给出活动的内容、时间和地点。具体地说，你应该在信中写明活动的：

- 1.邀请方。
- 2.内容。
- 3.地点。
- 4.日期。
- 5.开始的时间。
- 6.持续的时间。

常用句型 Useful Sentences

Formal正式的

- 1.I would like to invite you to.....我想邀请您参加.....
- 2.You are invited to.....您被邀请参加.....
- 3.I would be very glad if you could come to.....如果您能

来.....，我会非常高兴。

4.Would it be possible for you to.....?您是否可以参加.....？

5.I wonder if it would be possible for you to.....我想知道您是否可以参加.....？

6.I wonder if you could.....我想知道您是否可以参加.....？

7.Would you be able to.....?你能参加.....吗？

8.It would be a great honour for.....if you could.....如果您能.....，.....深感荣幸。

9.It would be a great pleasure for.....if you could.....如果您能.....，.....不胜欣慰。

Informal非正式的

1.Would you like to attend.....?你能参加.....吗？

2.Would you like to come to a.....?你能来.....吗？

3.Would you care to come to.....?你愿意来.....吗？

4.Would you be able to.....?你可以.....吗？

5.Do come and join me/us on.....你一定要来参加我/我们的.....

6.It would be great if you could.....如果你能.....，那就太好了。Declining an invitation回绝邀请

1.I am very sorry but I am not able to.....非常抱歉，我不能.....

2.Unfortunately, I have a prior engagement that evening.对不

起，那天晚上我已另有约会。

3.Thanks so much for inviting me, but I'm afraid that due to.....I cannot accept your kind invitation.谢谢你的真诚邀请，但因.....我恐怕不能接受你的邀请了。

经典范文 Model

Subject : Staff training, Monday, July 5

Dear all ,

We would be very pleased if you could come to a staff training meeting to be held on Monday July 5 in room 405 from 2 p. m.to 5 p.m.Please let me know if you will be able to attend.

Regards ,

David Lui

主题：7月5日，星期一，员工培训

致全体员工：

敬请光临员工培训。时间：7月5日下午2点至5点；地点：405房间。请能够参加的人员通知我。

此致

大卫·鲁伊

提醒 Reminders

对于一些重要的事情，尽管之前已告知某人，但有时候你还需要再提醒一次。

常用句型 Useful Sentences

1.Please remember to finish the proposal by Friday.请记住星期五之前要完成计划书。

2.I'd like to remind you that the sales meeting scheduled for today will start promptly at 2 p. m.in room 517.我想提醒你，今天要开的销售工作会议将于下午两点在517房间准时开始。

3.Don't forget to ask about the latest sales figures when you meet with the director.当你见到经理时，别忘了问他/她最新的销售数据。

4.Remember to.....记住.....

5.I would like to remind you that.....我想提醒你，.....

6.Please make sure that you arrive on time for the meeting this afternoon.请你务必确定准时参加今天下午的会议。

7.You haven't forgotten about our appointment this afternoon, have you?你没有忘记今天下午我们有预约的，对吧？

8.Just a quick note to remind you that.....顺便提醒你一下，记住.....

9.Please don't forget to.....请别忘记.....

10.Could you please remember to bring the.....when we meet tomorrow?明天我们见面时，请你记得带.....来，好吗？

经典范文 Model

Subject : Reminder of the coming visit

Dear all ,

Just a quick note to remind you that John Lui, Vice President

of Marketing for Shanghai Corporation, will be visiting our home offices on Friday, March 6 , to discuss current marketing trends.

He also wants to talk about long-range strategies, so it is important that we are prepared with current data. Please have your monthly reports on my desk by Wednesday, March 4 , at 10:00 a.m. , and be prepared to meet with us Friday morning.

Regards ,

Mary Chan

主题：来访提示

致全体员工：

在此提醒大家一下：上海有限公司主管营销的副总裁约翰·鲁伊先生将于3月6日到访本地的办公室，讨论最近的市场营销趋势。

他还希望讨论一下长期战略，因此，我们很有必要准备好最新的数据。请于3月4日上午10点钟之前将你们的月度报告放到我的办公桌上，并且为星期五上午的会面做好准备。

此致

敬礼！

玛丽·陈

请求帮助 Requesting Help

如果要请求别人为你做某（些）事，你应该在求助信中说明。

1.你的请求。

2.如何能够满足你的请求。

3.时间和地点。

常用句型 Useful Sentences

Formal正式的

1.I would be most grateful if you could.....如果您能.....，我将非常感谢。

2.I would be very grateful if you could possibly.....如果您可以.....，我将非常感谢。

3.I wonder if you would mind letting me have.....我想知道您是否介意让我.....

4.Is it possible that.....是否有可能.....

5.Please let me have.....请让我.....

6.Could you please tell me about the.....?能不能请你告诉我.....?

7.Would you please be so kind as to give me more information about.....?请你多给我一些关于.....的信息，好吗?

8.I would appreciate it very much if you could provide me with more details about.....如果您能给我提供更多的关于.....的情况，我将万分感激。

9.Your help would be greatly appreciated.万分感谢你的帮助。

10.Thanking you in advance.先行谢过。

11.Can you.....?你能.....吗?

12.Please could you.....?能请你.....吗?

Informal非正式的

1. Could you please.....? 请你....., 行吗?

2. I really would like..... 我非常希望.....

3. Can you help me out? 你能帮我吗?

4. I need you to..... 我需要你.....

5. Do you think you could.....? 你认为你能.....吗?

6. Would you be able to.....? 你可以帮助我做.....吗?

7. Thanks, buddy. 谢了, 哥们儿。

经典范文 **Model**

Subject : Help !

Dear Lauren ,

I need your advice. You are a friend who seems to know right from wrong. I am in severe financial trouble and wonder whether I should declare bankruptcy. I'd prefer to speak to you directly about this rather than go into detail in a letter. Could we get together sometime next week to discuss my situation? I'll give you a call in the next few days to set a time.

Thank you for your time.

John

主题：请帮忙！

亲爱的劳伦：

有件事情我需要听听你的意见，因为我觉得你是个有正确判断力的朋友。我正处于严重的财务危机之中，我想知道我是否应该申请破产。我更愿意和你见面而不是在信里谈论这些细节的问题。我们能在下周见一面商谈一下我现在的处境吗？我会在最近几天给你打电话，定一下见面的时间。

占用了你的时间，谢谢！

约翰

提供帮助 Offering Help

如果你认为某人在某事上需要帮助，而且你所提供的帮助可能正是对方所需要的，可以主动提出给予帮助。但是，请记住，你的提供帮助的建议可能会被礼貌地回绝。

常用句型 Useful Sentences

Direct直接的

1.Can I.....?我能.....吗？

2.Shall I.....?我可以.....吗？

3.Let me know if I can help you with.....如果我能帮你.....，请告诉我。

4.If you need any help with.....please don't hesitate to ask me.如果你在.....（方面）需要什么帮助的话，请直接跟我说。

5.If I can be of any assistance please don't hesitate to ask me.如果我能给你什么帮助，请直接跟我说。

6.Let me know if you need any help with the report.如果就这份报告你需要什么帮助，请告诉我。

7. Don't be afraid to ask me if you need any help. 如果哪方面你需要帮助，别怕麻烦尽管来找我吧。

Indirect (polite/diplomatic) 间接的 (礼貌的/外交辞令的) 1. Would you like me to.....? 您想让我..... ?

2. Do you need any help with.....? 就.....之事，您需要什么帮助吗？

3. Did you want me to.....? 您想过要我.....吗？

经典范文 Model

Subject : Final budgetary figures

Dear Simon ,

I know that the figures are required by the end of next week and I was wondering if you needed any help. If so, please don't hesitate to contact me.

Best regards ,

Julia Csi

主题：财务预算数据

亲爱的西蒙：

我知道这些数据必需在下周末之前完成，我想知道，你是否需要帮助。如果的确需要，请不要顾虑直接跟我联系吧。

此致

敬礼！

朱利亚·思

提出建议 Giving Suggestions

向某人提出建议有点儿像提出忠告。但要记住，你提出的只是一个建议，而不是命令。

常用句型 Useful Sentences

Making a suggestion 提建议

Direct 直接的

1. What about.....?..... 怎么样/如何？

2. Shall we.....?..... 好吗？

3. Why don't you.....? 你何不.....？

Indirect (polite/diplomatic) 间接的 (礼貌的/外交辞令的) 1. Why don't we.....? 我们何不.....？

2. Perhaps we should..... 我们也许应该.....

3. Perhaps we could..... 我们也许可以.....

4. Couldn't we.....? 我们不能.....吗？

5. I think we should..... 我想我们可以.....

6. I suggest that we..... 我建议.....

7. Let's go to..... 让我们去.....吧。

8. What about.....?..... 怎么样/如何？

9. How about.....?..... 怎么样/如何？

10. How about going to.....? 去.....怎么样/如何？

11.Let's.....让我们.....吧。

Asking for a suggestion寻求建议

1.How do you think we should deal with this?你认为我们应该如何处理此事？

2.What do you think is the best way forward?你认为什么是最好的出路？

3.I'm not sure how to resolve this.What do you think/suggest?我确定不了如何处理此事。你有什么想法/建议？

4.What do you suggest I do?你认为我该怎么做？

5.What would you suggest?你有什么建议吗？

6.What should I do?我应该怎么办？

7.What would you do if you were me?如果你是我，你会怎么做？

经典范文 **Model**

Subject : Just a suggestion

Dear Tom ,

You did a great job with your presentation yesterday. Your visuals were especially effective ; however, I would like to make one suggestion.A few of your jokes were inappropriate to your audience.Though seemingly funny, off-color humor can quickly alienate people.I would eliminate that kind of humor when addressing a business gathering.There are enough“clean”jokes left to spice up a presentation that do not risk offending your audience.

Hope you don't mind some friendly advice.

Yours ,

Richard Wu

主题：提个建议

亲爱的汤姆：

你昨天的演示报告做得很好。你的视像资料非常有效果，但是，我想提一点儿建议，你有几处笑料做得不太适合听众。虽然听起来很好笑，但是庸俗的玩笑很快就会使人反感。当我在商务聚会的场合讲话时，我是不会采用这种幽默方式的。除去这几处，你报告中其余的那些“净口”笑料也足够给演示报告增添趣味，而且不会冒得罪听众的风险。

希望你不介意这些善意的忠告。

理查德·吴谨上

警告 Giving Warnings

警告通常是老板给下属的，往往是就其业务上或私人的不良表现或错误而提出的。警告的分量有轻有重，可以是最后通牒，即表明若再犯错就要以开除论处；也可以是礼貌的、善意的提醒，让下属对某事给予更谨慎、更认真的考虑。

常用句型 Useful Sentences

1.You should be more careful next time.下次你要更加小心。

2.Please be more careful in the future.请以后多加小心。

3.I hope that I don't have to warn you again.我希望以后不必再警告你。

4.I hope that this will be the last warning I have to give you.我希望这是我给你的最后一次警告。

5.Please don't let this happen again.请别再犯（错）了。

6.If this happens again you will be in serious trouble.如果再犯（错），你就有大麻烦了。

7.I don't want to have to tell you about this again.这件事，我不想再告诉你第二遍。

8.Because of your negligence you have caused a lot of trouble for many people.由于你的失职，给许多人造成了很多麻烦。

9.I hope you will take this warning to heart and not let it happen again.我希望你会把这次警告记在心头，不再犯（错）了。

10.Please regard this as a gentle warning about your professional conduct in the office.请将此事视为对你的办公室职业表现的一般警告。

经典范文 Model

Subject : Final warning

Dear Paul ,

Your writing skills are an asset to our company ; however, your inability to work five days a week and complete projects on time is slowing our production schedule and may jeopardize your employment. During the past two weeks you have called in sick three times, bringing your total sick days for the year to 15.If this pattern continues, we will no longer be able to employ you.

As you know, we discussed these problems in detail on Thursday, May 6 , in your quarterly review. I told you then that

you had no more sick days.I also reviewed with you the various ailments that you claimed to be suffering from when you called in sick the thirteen times prior to our meeting.After our discussion, you said you were feeling much better.I also informed you that if you were to call in sick once more without medical verification, we would terminate your employment.

We feel you can make a good contribution to our corporate effort, and hopethat you will overcome this recurring problem. You have significant potential.

Yours truly ,

Alice Qing

主题：最后通牒

亲爱的保罗：

你的写作技能是我们公司的财富，但是，你不能做到每周工作5天，且不能按时完成任务，这已使我们的生产进度变慢，并且可能危及你的饭碗。过去的两周内你请了3次病假，这使得你的病假天数在本年度内已达到15天。如果你继续以这种方式工作，我们将不会再雇佣你。

你知道，我们在5月6日你的季度评审中详细讨论过这些问题。我当时就告诉过你，你已经没有病假可请了。在我们谈话前，你请了13次病假，当时我还和你一起复核了你声称自己患的各种病症。这次讨论后，你说你觉得好多了。我还告知你，如果你再次没有医生证明就请病假，我们就要解雇你。

我们认为你能够为我们共同努力的事业做出积极的贡献，同时，我们希望你能克服这个一再发生的毛病。其实，你是很有潜力的。

爱丽丝·庆谨启

提出意见 Giving Advice

我们经常需要针对许多不同的问题提出意见。当然，最好以谦虚的方式发表意见。

常用句型 Useful Sentences

Formal正式的

1.I think it might be a good idea to.....我认为，.....也许是个好主意。

2.Have you thought of.....?你想到过.....吗？

3.I think this option would be preferable to.....我认为这个选择应该更适合于.....

4.I think you should reconsider.我认为你应该重新考虑。

5.I would advise you to.....我会建议你.....

Informal非正式的

1.I think you should.....我想你应该.....

2.What about.....?.....怎么样？

3.I think it's better than.....我认为它比.....要好一些。

4.I'm not sure that's the best decision.我不能肯定这是最好的决定。

5.Personally, I would advise against it.就个人而言，我会建议你反对它。

经典范文 Model

Subject : Playing computer games

Dear all ,

Mr. Wang has commented to me several times in the last month about employees playing games on the computers. This is not an efficient use of company time, or of the new office network.

I know that the games are usually played while you are waiting for important information, but there is no excuse for playing computer games on company time. Therefore I must request that you avoid the games altogether while at work. I believe if we do this we will see a rise in productivity. Please call me in my office if you have feedback for me regarding this matter.

Regards ,

Sue Chan

主题：打电脑游戏

致全体员工：

王先生上个月已经跟我谈过几次有关员工在电脑上玩儿游戏的事情了。这不是对上班时间和新办公网络的有效利用。

我知道，当你们等待重要信息时，通常会玩儿些游戏，但是，你们没有任何理由在上班时间玩儿电脑游戏。因此，我必需提出要求，即工作时间禁止玩儿任何游戏。我相信，如果我们能做到这一点，我们生产力一定会有所提高。如果对此事有什么反馈意见，请打电话到我的办公室。

此致

敬礼！

赞赏 Appreciation

工作中我们有时需要对某人的敬业精神或工作态度进行表扬。

常用句型 Useful Sentences

1.I really appreciate the number of hours you put in.....我很感激你为.....所投入的时间。

2.I really appreciated the way you handled.....我很感激你处理.....的方式。

3.I really like the way you.....我很欣赏你.....的方式。

4.I am proud of both your individual and your collective contributions to our sales effort.我为你们个人以及集体对销售工作所做的贡献感到骄傲。

5.Keep up the good work ! 继续努力 !

6.I was impressed by your determination and hard work.你的决心和努力给我留下了深刻的印象。

7>Your presentation was educational, interesting and well-thought out.你的演示既使人增长知识,又生动有趣,而且考虑周详。

8.Congratulations on a great job ! 干得漂亮,恭喜你 !

9.You did a superb/fantastic/terrific/excellent job.干得真棒/漂亮/太好了/出色 !

10.I thought that you put in a lot of hard work in preparation for your sales report and it clearly showed in your excellent

presentation.我想你在准备销售报告上一定下了很大功夫，这一点已在你精彩的演示中体现出来了。

经典范文 **Model**

Subject : Well done !

Dear all ,

I hope you have all had a chance to look at our recent numbers. They are very impressive.I am proud of both your individual and your collective contributions to our sales effort.This is a very exciting time to be working in this industry, with an opportunity for us to make a difference in the market place.

Keep up the good work !

Thomas Ling

主题：干得漂亮！

致全体员工：

我希望你们都已经看到了我们最近的数据，非常棒！我为你们个人以及集体对我们的销售业绩所做的贡献感到骄傲。时下应该是在这一行业里工作的最佳时机，我们有机会在这个市场大显身手。

继续努力吧！

托马斯·令

推荐 **Recommendations**

当你向某人推荐一种产品、一个地方或者一个人时，你应该。

1.指出你推荐的是什么。

- 2.解释你欣赏所推荐事物的理由。
- 3.说出所推荐事物的与众不同之处。
- 4.指出为什么对方也会喜欢该事物。

常用句型 Useful Sentences

Formal正式的

- 1.I wish to recommend.....我想推荐.....
- 2.I take pleasure in recommending.....我很高兴地向你推荐.....
- 3.Having been to.....I would recommend.....曾经.....我要推荐.....
- 4.It is an excellent.....这是一个很出色的.....
- 5.I can only say that you would not be disappointed with.....我只能说，你不会.....失望的。
- 6.Guaranteed.有保证的/保你满意。
- 7.Top quality.质量一流。

Informal非正式的

- 1.You should really try.....你真的应该试试.....
- 2.I really liked.....我很喜欢.....
- 3.I think you would like.....我想你会喜欢.....
- 4.I'm sure you would not be disappointed with.....我肯定你不会.....失望的。

5.All my friends really love it.我所有的朋友都很喜欢它。

6.It's cool.酷毙了。

7.It will really knock your socks off.它真的会让你大开眼界。

经典范文 **Model**

Subject : Re : Purchase of color copy machines Dear Mr.Wu ,

You asked for my opinion on the best color copy machines for us to purchase. In my previous job I worked extensively with the Canon line of photcopy machines, and had nothing but good experiences.The machines are top quality and Canon's service contract covers even trivial problems.I have no connection to Canon, and recommend their product solely on its merit.I heartily recommend the Canon color copiers for our office copier purchase.They are a sound investment.Please let me know what you decide on this matter.

Best regards ,

Lily Hsang

主题：回复：购买彩色复印机

亲爱的吴先生：

你曾就我们应该购买哪个牌子的彩色复印机之事询问过我。我在过去的工作中曾广泛地使用过一系列的佳能复印机，它们给我留下的印象都非常好。主机的质量绝对是一流的，而且佳能的售后服务也相当细微周到。我与佳能公司没有任何关系，推荐他们的产品只是基于其产品本身的优点。我衷心地推荐佳能彩色复印机作为我们办公室的复印机采购对象。购买它们是万无一失的投资。关于此事的决定，烦请告知。

此致

敬礼！

丽丽·常

祝贺 **Congratulations**

对某事表示高兴或分享激动的心情时，你应该。

- 1.说出你要祝贺的事情。
- 2.表达你的祝贺之情。
- 3.祝福他们的未来。

常用句型 **Useful Sentences**

Formal正式的

- 1.It is with great pleasure that I hear that you.....听到你.....，我非常高兴。
- 2.We were really pleased to hear that.....我们非常高兴地听到.....
- 3.Congratulations on your recent.....恭喜你最近.....
- 4.We wish to congratulate you on your.....我们想祝贺你.....
- 5.I am delighted to hear that.....听到你.....我很高兴。
- 6.Many congratulations on your promotion/new job.祝贺你高升/找到新工作。

Informal非正式的

1.Congratulations ! 恭喜 !

2.What great news ! 真是个好消息 !

3.You must be really thrilled about.....对于..... , 你一定很激动。

4.You must be over the moon about.....对于..... , 你一定高兴极了吧。

5.What a tremendous bit of news ! 这消息真叫人兴奋 !

6.I was delighted to hear.....很高兴听到.....

7.Well done ! 干得好 !

经典范文 **Model**

Subject : Eric Johnson

Dear all ,

Our warmest congratulations to Eric Johnson, who recently received the industry's award for the best TV commercial of the year. A recent graduate from Tsinghua University, Eric joined us in 2001 and immediately attracted the attention of writers and artists with his avant garde style. He says he enjoys working in our country setting, where he and his bride can enjoy the inspiration of the mountains.

The award is given each year for the commercial that industry writers and artists vote as most effective in the use of visual media. Eric will receive his award at the annual banquet of screen and television writers in February.

Our best wishes to Eric and to all our writers who set today's

standard of excellence. Your futures look very bright.

All the best ,

William Kai

主题：埃里克·约翰逊

致全体员工：

热烈祝贺埃里克·约翰逊，他最近被授予业界年度最佳电视广告奖。刚从清华大学毕业不久的他，于2001年来我们公司工作，并且很快以其前卫的风格引起了许多作家和艺术家的关注。他说他喜欢在我们的乡村外景地工作，在那里，他和他的新娘能够感受到山峦所赋予的灵感。

该项大奖每年都会被授予运用视觉媒体创造出的最具影响力的广告。而这一奖项的得主是由业界的作家及艺术家投票选出的，埃里克将于2月举行的电影及电视作家年度颁奖宴会上接受此项大奖。

衷心祝福埃里克，你的未来一片光明。同时也祝福所有制定了现行审美标准的作家。

万事如意

威廉·凯

投诉 Complaints

投诉信是要表达某人的不满之情。而此种不满往往是由于其他人或事有不当之处，抑或是其本人正处于某种困境。投诉的原因以及相关的要求可置于抱怨之词前面，也可置于其后。写投诉信时你应该：

- 1.指明你要投诉的是什么。
- 2.表明你对服务、产品等不满意的原因。

3.说明你购买此商品或者服务的时间和地点。

4.说明你所希望的解决方法。

常用句型 Useful Sentences

Formal正式的

1.I regret to inform you that the.....我很遗憾地告知你.....

2.I am sorry to say that.....很遗憾，.....

3.Could you please not.....请你不要.....

4.I would be happy if you could exchange it or refund my money.如果你能给我换货或退款的话，我会非常高兴。

5.I am writing to make a strong complaint about.....此次写信是要就.....一事表达我的强烈不满。

6.I am writing in order to strongly complain about.....为了强烈地投诉.....一事特此致信。

7.I am writing to strongly protest about.....我以此信强烈地反对.....

Informal非正式的

1.It really upsets me that.....使我感到非常不快。

2.It made me so upset that you.....你（们）.....使我感到非常不快。

3.I don't think you realize how upsetting to me it was.....我认为你（们）没有意识到对于.....我是多么的不快。

4.Can you stop.....?你（们）能不能停止.....?

5.If you don't.....I will.....如果你（们）不.....，我就要.....

经典范文 Model

Subject : Lateness

Dear all ,

I would like to pass on the concern I feel regarding employees who consistently arrive late for work. While I realize that traffic in the morning is heavier due to highway construction, it is still important for staff to be in their offices ready to begin work at 9:00 a.m.I know that it may require extra effort, but punctuality is an important element of customer service.

We appreciate the dedication and hard work that all the members of our staff give, and hope that this problem can be nipped in the bud before it becomes serious. If you have suggestions regarding measures we can take as a company to ease the challenges caused by increased traffic problems, please bring them to our next staff meeting for discussion.

Yours truly ,

Eric Tang

主题：迟到

致全体员工：

最近员工迟到现象频繁，我对此事十分关注。我知道，由于修建高速公路，早晨的交通拥堵更严重了，但对员工们来说，上午9点准时到办公室准备开始工作始终是很重要的。我知道，这可能要求额外的付出，但是，守时是客户服务的重要组成部分。

我们非常感谢所有员工的敬业精神和辛勤劳动。我希望此问题能

够尽快得到解决而不是愈演愈烈，如何解决交通拥堵日益严重所带来的问题？哪位员工如果有可在整个公司实施的办法，请在我们的下一次员工大会上提出来供大家讨论。

埃里克·唐谨启

预约 Appointments

预约即和某人提前约好在某一特定日期、时间和地点会面。你应该在邮件中写明。

1. 预约的时间。
2. 具体的日期。
3. 具体的地点。
4. 预约的原因。

常用句型 Useful Sentences

Formal正式的

1. I wonder if you could attend.....我想知道你是否能参加.....
2. Please come to.....请来.....
3. An appointment has been made for you on.....已经帮您预约好了，具体时间是.....
4. The interview will be held on the.....面试安排在.....
5. Please let me know if you can attend on the.....如果你能参加.....的话，请告知我。
6. Please let me know when you are available for.....请告诉我你什么时候有时间.....

Informal非正式的

1.It would be great if you could come.....如果你能来.....就太好了。

2.Are you free tonight?今晚你有空吗？

3.Can I come and see you at.....?我可以在.....来见你吗？

4.Do you have the time to see me?你有时间见我吗？

5.Are you available now?你现在有空吗？

经典范文 **Model**

Subject : Departmental transfer

Dear Sally ,

I will be pleased to meet with you to discuss your transfer to my department. I can see you at 11:00 on Wednesday, June 14 , in my office.If you cannot make this appointment, please telephone my secretary to make other arrangements.Please bring whatever materials you think would best acquaint me with your work.I am looking forward to meeting you.

Yours truly ,

Ethan Hoo

主题：部门调动

亲爱的萨莉：

我将很高兴与你见面，商量一下关于你转入我的部门的事宜。我可以于6月14日（星期三）上午11点在我的办公室见你。如果你不能赴约，请致电我的秘书另做安排。请带上可以使我最大限度地了解你

工作情况的资料。我期待着与你会面。

伊桑·胡谨启

欢迎 Welcome

我们欢迎来访者、客人、新员工以及陌生人，使他们有宾至如归和被重视的感觉。

常用句型 Useful Sentences

1. Welcome to.....欢迎光临.....

2. We hope that you will enjoy your stay with us. 我希望你和我们相处得愉快。

3. We are happy to have you on board. 我们很高兴你能和我们一起。

4. We are really glad that you have decided to join us. 我们真的很高兴你决定和我们一起。

5. We are pleased that you have joined us and look forward to a pleasant and long association with you. 有你和我们在一起，我们备感荣幸，并且，我们期待着与你保持长期的、友好的关系。

6. You are very welcome to come and see me at any time. 随时欢迎你过来看望我。

7. You are always welcome in my office at any time. 随时欢迎你来我的办公室。

8. On behalf of the company I would like to welcome you. 我谨此代表我们公司欢迎您。

9. It is my great pleasure to welcome you to.....您能光临.....，

我感到非常荣幸。

10.It affords me great pleasure to welcome you to.....您能光临.....，真是我莫大的荣幸。

经典范文 Model

Subject : Welcome to Shanghai Corporation

Dear Tim ,

We are pleased you will be joining us as a manager in our produce division and anticipate your continued excellent work. To help you become better acquainted with the full range of our services, John Zhang will show you around the plant and truck terminal.

Your major responsibility will be overseeing the inspection of all incoming and outgoing produce. We have also scheduled a new employee orientation on June 2 , at 10:00 a.m.At the orientation you will receive information on Shanghai Corporation's benefits and investment opportunities.You will also be given a handbook which will cover holidays, manager expectations, and promotion information.

We are pleased that you have joined us and look forward to a pleasant and long association with you.

Yours truly ,

Charles Wang

主题：欢迎光临上海公司

亲爱的蒂姆：

你将要到我们的生产部门当经理，我们感到很荣幸，期待着你续写辉煌。为了帮助你更好地了解我们的业务范围，约翰·张将会带你参观整个工厂以及汽车货运站。

你的主要职责是监督所有生产投入和产出产品的检验。我们已经安排了一个新员工入职培训，具体时间是6月2日上午10点。届时，你会了解到关于上海公司的福利以及投资机的信息。你还会领到一个手册，它将包括有关假期、经理工作预期以及职务升迁方面的信息。

我们很高兴你能加入我们的队伍当中，并且，期待着与你保持长期的、友好的关系。

查尔斯·王谨启

附件 Attachments

附件可以是文本文件、照片、幻灯片、电子表格、音乐、电影以及其他文件。

常用句型 Useful Sentences

Original sender 首发者

1. Please find attached a copy of the file you requested. 请查收后附的你所要求的一份文件。

2. Please let me know whether you're able to open the attachment. 请告知你是否能打开附件。

3. Please let me know if you've received the attachment. 如已收到附件，请告知。

4. I'm attaching the report in two different file formats. 我将此报告以两种不同格式的文件附件发送。

Response 回复

1.I was unable to open the attachment.我打不开附件。

2.You forgot to attach the file.你忘了附上那个文件。

3.Please try sending the attachment again.请再发一次附件。

4.For some reason, I didn't receive the file attachment.由于某种原因，我没有收到附件。

5.I think you might have sent the wrong attachment.我想你可能发错了附件。

6.I was unable to open the attached file.我无法打开附件。

7.Please resend the file in plain text format.请再以纯文本格式发一遍该文件。

8.Could you please include the attachment in the main body of the email?请你把附件放到电子邮件的正文里面，好吗？

经典范文 **Model**

Subject : Re : First quarter figures

Dear Tony ,

Thanks for sending me the figures, but unfortunately, for some reason I was unable to open the attachment. Could you please resend?

Thanks ,

Jim

主题：回复：第一季度的数据

亲爱的托尼：

谢谢你把那些数据发给我，但不幸的是，由于某种原因，我无法打开该附件。请你再发一遍，好吗？

谢谢！

吉姆

取消 Cancellations

要完全取消某一会议或预约，需要写取消信。如要将某一会议推迟到以后的某个日期，需要写延期信。

常用句型 Useful Sentences

1.I'm afraid that the meeting scheduled for tomorrow has had to be cancelled because.....很抱歉，预定明天召开的会议不得不取消了，因为.....

2.I need to cancel the appointment I made to see you on January 29, at 9:00 a. m.我得取消原定于1月29日上午9时来见你的那个预约。

3.The staff party has been cancelled until further notice.此次员工聚会已经被取消，何时举办将另行通知。

4.I am afraid that I will have to cancel my plans to attend the staff party because of my wife's illness.很遗憾，因为我夫人病了，所以我不得不取消参加员工聚会的计划。

5.Are there any late cancellations for the conference tomorrow? 就明天的会议，还有没有新增加的无法出席者啊？

6.Unfortunately, there will be no meeting tomorrow because the director is on sick leave.很遗憾，因总经理休病假，明天的会议取消了。

7.We will have to postpone the meeting planned for tomorrow to the sametime a week later.我们将不得不把原定于明天召开的会议推迟到下周同一时间。

8.Today's meeting has been postponed until tomorrow.今天的会议已经被推迟到明天了。

9.We will have to postpone today's meeting until a more convenient time.我们不得不将今天的会议推迟到更合适的时间。

10.Can we postpone the sales meeting until a later time?我们能过一段时间再开销售会议吗？

经典范文 **Model**

Subject : Cancellation of appointment

Dear Mr. Wang ,

I need to cancel the appointment I made to see you on January 29 , at 9:00 a. m.When I made the appointment, I thought I would have all of the necessary information collected so we could discuss a change of zoning in my residential neighborhood, but gathering the information has been more difficult than I had anticipated.It will probably take three more months before I am ready to discuss this proposition.I am working with agroup of concerned neighbors, and as soon as we are ready, one of us will call to set up a new appointment.

Yours truly ,

Bob Gao

主题：取消预约

亲爱的王先生：

我得取消定于1月29日上午9点与您见面的预约。当我和您预约时，我以为我可以在预约时间前收集到所有必要的信息，这样，我们就可以讨论改变我所在住宅区规划的问题，但是，收集信息的工作比我预计的要困难得多。我还需要3个多月的时间才能做好准备与您讨论这项提议。我目前正与一群关注此事的邻居一起工作，当我们准备好后，我们之中的一位将给您打电话来定新的预约。

鲍勃·高谨启

资讯 Information

询问联系方式 Asking for Contact Information

联系方式通常指某人或部门的电子邮箱、电话号码以及地址等。

常用句型 Useful Sentences

1. Could you please let me have your email address/office telephone number/

mobile number/office address? 请给我你的电邮地址/办公室电话号码/移动电话号码/办公室地址，好吗？

2. How should I contact/get in touch with you? 我怎么与你保持联系？

3. What's the best way of getting in touch with you/your sales department?

与你们/你们的销售部门进行联系的最佳方式是什么？

4. Do you know the number of your sales department? 你们销售部门的电话号码吗？

5. What's the office number for your sales director? 你们销售总

监的办公室电话号码是多少？

6. Who should I ask for when calling your sales department? 当我给你们销售部门打电话时找哪位呢？

7. Would you mind giving me an email address for your sales department? 你介不介意给我你们销售部门的电邮地址？

8. Do you have Mr. Wang's telephone number? 你有王先生的电话号码吗？

9. Could you please email me your contact information? 请把你的联系方式用电邮发给我，好吗？

10. Do you have a business card? 你有名片吗？

经典范文 Model

Subject : Sales department office number

Dear Mr. Wang ,

I seem to have mislaid the office number for Lily Zhuang who is a member of your sales department. I urgently need to get in touch with her regarding our latest order. You can either reply by email or phone me on 123456789.

Kind regards ,

Yang Xinzhang

主题：销售部的电话号码

亲爱的王先生：

我找不到莉莉·庄的办公室电话号码了，她是你们销售部的员工。我急需与她联系，商谈有关我们最新一批订单的情况。你可以回复我

的邮件，也可以给我打电话，号码是123456789。

谨

此致意

杨新章

安排时间/制订计划 **Arranging Times and Making Plans**

此处是指安排与某人的会面，并且商量具体的日期、地点以及见面的时间。

常用句型 **Useful Sentences**

1. When is it convenient for you for us to meet? 对您来说，我们什么时候会面最方便？

2. What place is most suitable for us to meet? 我们在什么地方见面最合适？

3. Where shall we meet? 我们在哪儿见面？

4. What time should we arrange to meet? 我们应该安排在几点钟见面？

5. When would be a good time to meet? 我们什么时候见面好呢？

6. Is this Friday OK for you? 这个星期五你可以吗？

7. How about meeting tomorrow at 3 p.m.? 明天下午3点钟见面如何？

8. What time are you available on Thursday? 你在星期四的什么

时间有空啊？

9.Shall we meet at 4 p.m.then?那么我们就在下午4点钟见面吧？

10.Are you available/free on Wednesday afternoon?星期三下午你有空吗？

经典范文 **Model**

Subject : Friday afternoon

Dear Mr. Chan ,

After looking at my diary I find that I am free on Friday afternoon. If this is OK for you we could meet in my office at 2 p.m.Please let me know if you can make it then.

Best regards ,

Wang Xiaohua

主题：星期五下午

亲爱的陈先生：

我查了一下我的日程安排簿，我在星期五下午有时间。如果这个时间对你合适的话，我们可以于下午两点钟在我的办公室见面。如果到时候你能成行的话，请通知我。

此致

敬礼！

王晓华

传达一般的资讯 **Conveying Neutral News**

在公司里，无论是关于过去发生的、正在发生的，还是即将发生的事情，总是会有许多消息要传达给员工。一般的资讯就是那些既不好也不坏的消息。

常用句型 Useful Sentences

1.This is to inform you that.....在此通知各位.....

2.We would like to inform you that.....我们想通知大家.....

3.We would like you to know that.....我们希望你们知道.....

4.The company wishes to announce that.....本公司谨此宣布.....

5.Shanghai Corporation wishes to announce that.....上海公司谨此宣布.....

6.Please be aware that.....请注意.....

7.Please note that.....请注意.....

8.This email is to inform you that.....此邮件主要是通知各位.....

9.I wanted to let you know that.....我想让大家了解.....

10.I just want you to know that.....我只是希望你们明白.....

经典范文 Model

Subject : Monthly department meeting To all staff ,

This is to inform you that the monthly department meeting will be held on Wednesday, October 10 at 11:00 a. m.in conference room#2.Items on the agenda include a report on this fiscal quarter and information on the new vacation policy.If you have items from

your area that you would like discussed, please contact my secretary, Jane Wu, at extension 9435 so she can add them to the agenda.

Yours truly ,

David Wei

主题：部门月度例会

致全体同人：

在此通知各位同人，本月部门例会将于10月10日上午11点整在第二会议室召开。待议事项包括本财务季度的报告以及有关新休假制度的情况。如果哪位同事有自己业务范围内的议题希望讨论一下，请与我的秘书简·吴联系，她的分机是9435，以便她将这些议题加入会议议程里。

大卫·魏谨启

传达好消息 Conveying Good News

好消息总是应该尽早地传达下去，以便大家都能得知，并且与你一起分享快乐。

常用句型 Useful Sentences

1. We are happy to inform you that.....我们很高兴地通知各位.....

2. We are more than happy to tell you that.....我们非常高兴地告诉大家.....

3. The company is pleased to announce that.....本公司很欣慰地宣布.....

4.We are pleased to announce that.....我们很高兴地宣布.....

5.Shanghai Corporation is pleased to announce that.....上海公司很高兴地宣布.....

6.Shanghai Corporation is proud to announce that.....上海公司自豪地宣布.....

7.Shanghai Corporation proudly announces that.....上海公司自豪地宣布.....

8.I have some very exciting news for all of you.我给各位同仁带来了一些令人兴奋的消息。

9.We have just heard of some exciting news that.....我们刚刚得到一些振奋人心的消息.....

经典范文 **Model**

Subject : Budget surplus

To all staff ,

We are pleased to announce that for the first time in ten years, Shanghai Corporation has a budget surplus. Within the month, heads and department managers will receive notification of amounts available for their use.Although the funds are unrestricted, we encourage administrators to use them for projects that will enhance the future profitability of Shanghai Corporation.

Thank you for all your hard work.

Yours sincerely ,

Ivy Wang

主题：预算盈余

致全体员工：

我们很高兴地宣布，10年来上海公司第一次有了预算盈余。本月内，公司高层及部门经理将会收到可供支配的具体数额的通知。尽管对资金的用途没有严格的限制，但我们鼓励管理者们把这些资金用于那些加强上海公司远期盈利能力的项目。

对大家的努力工作表示感谢。

艾薇·王谨启

传达坏消息 **Conveying Bad News**

坏消息从来都不受欢迎，因此，最好是以一种委婉、哀伤或是懊悔的语气来传达。

常用句型 **Useful Sentences**

1. We regret to announce that.....我们很遗憾地宣布.....

2. It is with our utmost sorrow that we have to announce.....带着极度的悲伤，我们不得不宣布.....

3. Due to unforeseen circumstances, we regret to announce that.....由于意外的原因，我们很遗憾地宣布.....

4. Shanghai Corporation regrets to announce that.....上海公司很遗憾地宣布.....

5. Unfortunately, due to.....we regret to announce that.....不幸的是，由于.....

我们非常遗憾地宣布.....

6.We are sorry to announce that.....我们很遗憾地宣布.....

7.I am sorry to report that.....我非常遗憾地公布.....

8.We are sorry to be the bearer of bad news, but.....我们很抱歉带来了坏消息，但是.....

9.It is with deep personal regret that I inform you of.....对于通知你.....我个人深表遗憾。

10.Because of the worsening economic crisis we are sorry to say that.....由于经济危机的进一步恶化，我们很遗憾地宣布.....

经典范文 Model

Subject : Staff reductions

To all staff ,

I am sorry to report that Beijing Enterprises has not renewed their contract for the next year. Since 20%of our business was with Beijing, the loss will cause us to reduce our staff.It appears that there will be a partial layoff in June, but fortunately this will be offset somewhat by a number of retirements this summer.

We are working hard to reestablish our relationship with this company and to acquire new accounts abroad. Until we succeed we ask for your understanding and cooperation.With your help this will be only a temporary setback.We will keep you informed with weekly updates by e-mail.

Yours truly ,

Catherine Shen

主题：裁员

致全体员工：

我非常遗憾地宣布，北京企业集团公司已经不再与我们续约明年的合同。因为与北京公司的业务占我们业务总量的20%，失去这些业务将导致我们公司进行裁员。具体情况是，在6月将会有部分的裁员，然而，幸运的是，今年夏天将有许多员工退休，裁员的状况将会有所改观。

我们正努力地与这家公司重新建立业务关系，同时积极地在海外获取新客户。在取得成功之前，我们需要你们的理解与合作。在大家的帮助下，这种状况将只是一种暂时的挫折。我们会通过电邮随时向大家通报每周的进展。

凯瑟琳·沈谨启

索取资讯 Requesting Information

索取资讯的电邮可以很简短，但一定要有礼貌。如果需要索取的信息很多，应将其逐条列出并编号。这样可以使要求一目了然，并且使回复简单化。你应该。

- 1.明确对资讯的要求。
- 2.陈述或暗示出原因。
- 3.对预期的合作表示感谢。

常用句型 Useful Sentences

Formal/Neutral正式的/中性的

1. Could you give me some information about.....您能给我一些关于.....的资讯吗？

2. Can you give me some more information about.....您可否多给我一些关于.....的信息？

3.I would like to know.....我想了解.....

4.I'm interested in receiving/finding out about.....我希望收到/找到关于.....（ 的消息 ）。

5.Could you send me more details about.....您能多发给我一些关于.....的细节吗？

6.I'm writing to inquire about.....我特此询问关于.....

7.I would be grateful if you could give me some more information about.....如果您能多给我一些关于.....的信息，我将感激不尽。

Informal非正式的

1.Can you tell me a little more about.....你能告诉我更多有关.....的消息吗？

2.I'd like to know.....我想知道.....

3.Please send me.....请发给我.....

经典范文 **Model**

Subject : Pollution check

Dear Zhou Yubei ,

On September 4 , you took samples of our manufacturing plant's smoke stack emissions. Has any testing been done yet?

Our corporate office would like to know the requirements our emissions must meet now and five years from now. We need this data so capital budgeting can be planned if additional filtering or treatment is needed.

What information can you give us now?

Sincerely ,

Chan Xiaoyan

主题：污染检查

亲爱的周渝北：

您于9月4日提取了我们生产车间的主烟囱排放标本。请问测试结果出来了吗？

我们公司总部希望了解目前以及未来5年我们需要达到的烟气排放标准。我们需要这些数据，这样，如果我们需要添置额外的过滤器或处理装置，就可以将其纳入即将制定的财务预算了。

您现在能够给我们什么样的消息？

陈晓燕谨启

公告或通知 Announcements or Notices

通知通常是用来告知员工一些与他们全体或大部分人有关的事情。通知的内容常常是关于要召开的会议或某些过去发生的事情。你应该：

- 1.表明你所代表的单位。
- 2.指明要通知的对象。
- 3.说明这是什么会议。
- 4.明确会议的目的。
- 5.公布会议的日期、时间和地点。

常用句型 Useful Sentences

Formal正式的

1.A meeting will be held at.....我们将要在.....开会。

2.This is to inform you that.....在此通知你.....

3.To all members of the.....致.....的全体员工.....

4.The meeting planned for.....该会议计划要.....

5.The Marketing Department will hold a.....on.....at.....市场营销部将于.....

在.....开.....会。

6.All members of the Sales Department are requested to note that the.....所有销售部的员工要注意.....

Informal非正式

1.Just to let you know that.....我只是想让你知道.....

2.I thought I'd better tell you that.....我想最好是告诉你.....

3.Come along to the.....来参加.....吧。

4.Join our party ! 参加我们的聚会吧 !

5.Everybody is welcome ! 欢迎所有人参加 !

经典范文 Model

Subject : Departmental meeting Dear all ,

This is to inform you that our monthly departmental meeting will be held, as usual, on the last Friday of the month (27th) in the

number one boardroom at 2 p. m. Please remember to review the attached agenda.

Yours truly ,

Ji Yuhua

主题：部门会议

致全体同人：

在此通知大家，像往常一样，我们的部门月度例会将于本月最后一个星期五（27日）下午两点整在第一会议室召开。请记得，参阅后附的会议议程。

季玉华谨启

确认邮件 Confirmation Message

确认邮件主要用来确认你已经决定并已通知别人的事情。从许多方面上说，此类邮件就是一种提醒。

常用句型 Useful Sentences

1. This is to confirm that.....在此确认.....

2. Confirming our telephone conversation on.....确认我们之间关于.....的电话交谈。

3. I can confirm that.....我可以确认.....

4. Regarding.....I can confirm that.....关于.....我可以确认.....

5. I am sending this letter to summarize and confirm.....我发此邮件以总结并且确认.....

6. As I mentioned in our telephone conversation.....正如在我们

的电话交谈中提及的.....

7.This confirms your request to.....在此确认你关于.....的请求。

8.This email is confirmation of.....此邮件是确认.....

9.As per our phone conversation of October 5.....按照我们于10月5日的电话交谈.....

10.I am writing to confirm that.....我在此确认.....

经典范文 **Model**

Subject : New policies

Dear Department heads ,

I am sending this letter to summarize and confirm the policies we discussed in our staff meeting last Wednesday. The policies are the following :

.....

Please be sure that everyone who works for you is aware of these policies, so we can avoid the kinds of confusion and misunderstanding that have occurred in the past. We appreciate your cooperation in implementing these new policies and hope that the changes will benefit all.

Sincerely ,

Wu Guanghui

主题：新政策

亲爱的各部门领导：

我特发此邮件以总结并确认我们于上星期三的员工会议上讨论过的那些政策。具体的政策如下：

.....

请确保你们手下的员工都已了解这些政策，这样，我们将能够避免以前发生过的困惑与误解。我们非常感谢各位在贯彻这些新政策过程中的积极配合，并希望这些改变惠及我们每个人。

吴光辉谨启

阐明 Clarification

要求阐明即你不明白某人发给你的某些信息，要求对方解释一下；阐明即更详细地给别人解释你之前告诉过他的某些事情。

常用句型 Useful Sentences

Asking for Clarification 要求阐明

1. I'm not sure what you mean by..... Could you clarify? 我不太明白你.....的意思。你能解释一下吗？

2. Which..... do you mean? 你所指的是哪个.....？

3. I don't understand this point. Can you explain in a little more detail? 我不明白这一点。你能解释得再详尽些吗？

4. Are you sure about that? 你能肯定吗？

Giving Clarification 阐明

1. Sorry, what I meant was..... not..... 对不起，我指的是..... 而不是.....

2. I thought....., but I may be wrong. 我以为.....，但我也许错

了。

3.I'll check and get back to you.我要核对一下，然后回复你。

4.The correct information is given below.Please amend your records accordingly.下面是正确的信息。请相应地修改你（们）的记录。

5.Sorry, forget my last email.You're right.对不起，我的上一封电邮不算数了。

你是正确的。

6.I hope this clarifies the situation.我希望这些能解释清楚当前的形势。

经典范文 Model

Subject : Order number 12345

Dear Mr Tian ,

Thank you for your recent order which we received yesterday. However, there is one small point which needs to be cleared up.I'm not sure what you mean by 12 , 500 CE49's?Could you clarify?

Waiting for your early response.

Yours sincerely ,

Anna Wu

主题：订单号12345

亲爱的田先生：

谢谢您最近的订单，我们是昨天收到的。不过，有一点儿小问

题，我们需要您澄清一下。关于“12, 500CE49's”，我不太清楚您的意思。您能否解释一下？盼望您早日回复。

安娜·吴谨启

更新 Update

所谓更新就是提供关于某事发展的最新信息。

常用句型 Useful Sentences

1.This is just the latest news about.....这就是关于.....的最新消息。

2.I thought I would keep you up-to-date about.....我想我会让你随时了解.....

的最新情况。

3.This is an update about.....这是.....的最新消息。

4.I thought I would let you know the present situation about.....我想我会让你了解关于.....的最新情况。

5.I thought I would let you know what is happening about.....我想我会让你了解关于.....的最新进展。

6.This is just to let you know what is happening about.....这正是让你了解.....

的最新进展。

7.I thought I would keep you posted about.....我会及时通知你有关.....的消息。

8.The latest information we have about.....我们所掌握的有

关.....的最新消息。

9.We thought you would like to know how.....is going.我们认为你愿意了解.....的进展。

经典范文 **Model**

Subject : Update on Xiamen Woods development

Dear Mr. Pan ,

During our visit last spring you expressed an interest in further progress at Xiamen Woods. We are now in Phase IV of the development, which includes a comprehensive recreation center.We have also begun construction of a new section of colonial style town houses with six different elevations and floor plans to meet any family's needs.

I have attached a brochure and would welcome a call from you for any further information. Please feel free to stop by and see what's happening at Xiamen Woods.

Yours sincerely ,

Claire Xu

主题：关于“厦门丛林”项目的最新进展

亲爱的潘先生：

在您去年春天到访时，您曾表示过有兴趣了解“厦门丛林”项目的进一步发展。我们目前正处于第四期开发阶段，这主要包括一个综合性的娱乐中心。同时我们也已经开工兴建一个新的部分，即具有美国早期殖民地建筑风格的联排别墅，其中包括6种不同的建筑外观及户型方案，以迎合不同家庭的需要。我已经附上了我们的宣传册，并欢迎您致电咨询进一步的信息。随时欢迎您到访，了解“厦门丛林”项目

的最新进展。

克莱尔·许谨启

请求和批准 Requests and Approvals

向员工征求意见 Request for Employee Suggestions

公司员工对公司及经营情况的了解要比你想象的多得多，因此，向公司员工征求如何改进公司的意见一定会对公司有益。

常用句型 Useful Sentences

1.I need your input in the form of suggestions.我想要你在这个意见表中填写一些意见。

2.Your suggestions will be appreciated.（我们）将非常感谢您提出的意见。

3.Any suggestions you make will be carefully considered.我们会认真考虑您所提出的任何意见。

4.Our employees are our greatest asset and we need your help in making life and business here better for everyone.我们的员工是我们的宝贵财富，因此，我们需要你们的帮助，以使大家在这里更好地工作与生活。

5.We need your suggestions！我们需要你们的意见！

6.Your suggestions can make a difference.你们的意见非常重要。

7.If you have any suggestions at all, whether large or small,

please email me at this address. 如果你们有什么意见，无论事关巨细，敬请给我发邮件到这个地址。

8. As soon as you give us your suggestions we will take the time to carefully consider them. 一旦你们提出意见，我们就会花时间认真考虑。

9. A suggestion made could be a suggestion used. 每一个意见都有可能被采纳。

10. Have you ever thought of a way of improving our business? If so, why not write it down and put it in our suggestion box. 你是否考虑过改善我们的经营方式？如果是这样，请写下你的具体意见，然后投到我们的意见箱里。

经典范文 **Model**

Subject : Employee suggestions

Dear Colleagues ,

We have decided to implement an employee suggestion email box. We know how valuable you are to us and therefore, we value any suggestions you make that will make life easier for each of us and make our business more economical, efficient and productive. In order to encourage employees to take part, we will introduce a system of financial rewards in keeping with any costs saved or profits increased.

If you have any suggestions at all, whether large or small, please email me at this address.

Good luck !

Ken Shi

主题：员工们的意见

致全体员工：

我们已经决定建立一个员工意见邮箱。我们非常了解大家对我们的的重要性，因此，我们珍视大家提出的每一项意见，这些意见将会使我们每一个人在公司的工作更愉快，同时使我们的经营更经济、更高效，且更有效益。为了鼓励所有员工参与，我们将引入一套奖励机制，对于任何降低成本或增加盈利的意见给予奖金奖励。

如果你们有什么意见，无论事关巨细，敬请给我发邮件到这个地址。祝万事如意！

肯·石

申请授信审批（企业对企业） Request for Credit Approval (Business to Business)

许多新客户希望在他们的供应商那里建立授信额度，因为这就意味着他们只需要每月付一次款，而且可以延期付款。

常用句型 Useful Sentences

1.We want to establish a line of credit with your company.我们希望在你公司设立信贷额度。

2.We have been purchasing supplies from Shanghai Corporation for the last nine months on a cash basis and wish to open a charge account for future transactions with your company.九个月以来，我们一直用现金支付的方式在上海公司购货，但是，关于以后的交易，我们希望能够在贵公司开设一个赊购账户。

3.We would like to open a charge account with Shanghai Corporation.我们想在上海公司开一个信用账户，以方便日后的交易。

4.If you have any concerns about my company's credit worthiness, please feel free to contact the following companies we have dealt with over the last few years.如果您对我们公司的信用有任何的疑虑,请随时与下列公司联系,他们与我们公司在过去的几年中打过交道。

5.If you would like to consult other companies with whom we have done business, please contact the attached credit references.如果您想咨询一下与我们公司有过生意往来的其他公司的话,请联系后附的信用证明材料中列出的公司。

6.A quick credit check will reveal that our company's credit is spotless.一个快捷的信用调查就可以显示我们公司的信用记录是良好的。

7.We would be happy to provide you with bank references.我们很愿意为您提供银行征信信函。

8.Any of the local suppliers will gladly vouch for our good credit.任何一家本地的供应商都很乐意为我们的良好信用做证。

9.We will be happy to complete an application to expedite the process.我们很愿意办理一个申请手续,以加快审批的进程。

10.We look forward to a long and happy cooperation with you.我们盼望与贵公司进行长期友好的合作。

经典范文 **Model**

Subject : Credit required

Dear Sir ,

We have been very pleased with the quality of your machine and fabrication work on the few custom orders we have made with

you. We would be happy if we could open a credit account with you and have you perform all of our automotive machine shop services. We plan to increase our orders substantially with you in the future as our customer base is rapidly increasing. Any of the local automotive suppliers will gladly vouch for our good credit, and we will be happy to complete an application to expedite the process. Please respond as quickly as possible, so that we may begin taking in machine work again soon.

Yours faithfully ,

Eric Man

CEO

Shanghai Automotive Machinery

主题：需要信用额度

敬启者：

我们曾在贵公司定制过几次设备，对于你们的产品质量和制作工艺我们一直是很满意的。我们非常希望能够在贵公司开立赊购账户，并且希望你们负责我们所有汽车机械车间的设备服务。由于我们的客户群正在快速地扩大，我们计划未来向贵公司大幅度地增加我们的订货。任何一家本地汽车供应商都会很乐意为我们的良好信用做证，而且我们很愿意办理这个申请手续，以加速审批程序。请您尽快回复，以便我们很快可以再次引进机械设备。

埃里克·满谨启

上海汽车机械公司

首席执行官

申请授信审批（消费者对企业） Request for

Credit Approval (Consumer to Business)

对经常光顾一个企业的顾客来说，建立一个授信账户要比每月支付好几次货款方便得多。

常用句型 Useful Sentences

1.I have been a loyal customer of yours for quite some time and finding that my purchases have increased rapidly over the past few months.....我很久以前就已经是你们的忠实客户了，最近几个月来，我发现我们采购货物的次数增加了很多.....

2.As a regular cash-paying customer of yours I wonder if I could switch to a credit account.我一直是你们的现金付款客户，我想知道我是否可以转成授信客户。

3.Being new to this area and your company I wonder if I could open an account with you.作为这个行业的新手和你们的新客户，我想知道我是否可以在你们公司建立授信账户。

4.I find that I am becoming increasingly reliant upon your company as a main supplier and so I think that it is time to move from a cash basis to a credit one.我注意到我越来越多地把贵公司作为主供货商，因此我想，现在应该把我从你们的现金客户转变成授信客户了。

5.I normally pay COD for items purchased from you but as I find my transactions increasing, is it possible to open a credit account with you?我通常按货到付款的方式从贵公司采购货物，但是我注意到我的业务量一直在增长，我是否可以在贵公司建立授信账户？

6.I can supply bank references for the last 5 years.我能够给你提供我过去5年的银行征信参考。

7.The following companies will happily provide credit references for me.下列公司将会乐意为您提供关于我的信用证明。

8.Please contact me if you need any information to expedite this process.如果你需要哪些信息以加快这一进度，请与我联系。

9.Thank you for considering and replying to my request.谢谢您考虑并答复我的申请。

10.I look forward to an early and favourable reply.期盼尽早收到佳音。

经典范文 Model

Subject : Credit account

Dear Sir ,

I have been a loyal cash on delivery customer of yours for quite some time and finding that my purchases have increased rapidly over the past few months I would like to open a credit account with you. It would certainly make life much easier for me.I estimate that my purchases are roughly about 700 yuan a month so a credit limit of between 2 to 5 thousand would be ideal.

If you have any concerns about my credit worthiness, please feel free to contact the following companies I have dealt with over the last few years : ABC Co. DEF Co.GHI Co.

Thank you for your assistance. I look forward to hearing from you.Yours sincerely ,

Mary Xin

主题：授信账户

敬启者：

我很久以前就已经是你们的忠实客户了，最近几个月来，我发现我采购货物的次数增加了很多，我想在你们公司建立一个授信账户。这将会使我轻松许多。我估算我的采购量约为每月700元，因此，给我一个2000到5000元的信用额度就够了。

如果您想了解与我的信誉有关的任何问题，请随时与下列公司联系，他们在过去的几年中与我有业务往来：

ABC公司 DEF公司 GHI公司

感谢您的帮助。敬候回复。

此致

敬礼！

玛丽·辛

征求计划书 Request for Proposal (RFP)

计划书就是为了使对方接受、采用或实施而提出的计划或方案。它可以是一份推荐或建议，计划书可以包含以下内容：

- 1.你收集到的有关消费者、商机，以及竞争情报等方面的内容。
- 2.你的计划的主要组成部分、特点以及相应的效益。
- 3.取得成功的战略。
- 4.所有能让消费者选择你的策划方案的鉴别方法。
- 5.你在计划书中所要强调的要点。
- 6.你想对消费者提出的建议。

7.行动的号召，或你希望消费者在看完你的计划之后会做的事情。

常用句型 Useful Sentences

1.How would you like to cut your printing costs by more than 40 percent each month?您希望每个月的印刷成本至少减少40%吗？

2.Give us a few minutes of your time and we'll show you how. 请允许我们占用您几分钟的时间，我们会给您展示如何实施。

3.The keys to success in our business are.....我们的业务取得成功的关键在于.....

4.Our marketing strategy is a simple one : satisfied clients are our best tool.

我们的营销策略很简单：顾客的满意是我们最好的营销工具。

5.Excellence in fulfilling the promise—completely confidential, reliable , trustworthy expertise and information.卓越地履行承诺——完全保密、可靠、值得信赖的专业知识和信息。

6.The attached proposal outlines the details of what we'll do and how successful we've been at doing this for other businesses.附上的计划书列出了我们要做到的所有事项，以及以前我们为其他公司做这项工作时取得的成绩。

7.In fact, we guarantee you'll save no less than 10 percent per year as a result of our efforts.事实上，我们保证我们的努力能每年为您节省10%以上的费用。

8.Please review the list of companies that use our service.请您查阅这份公司名单，他们都在使用我们公司的服务。

9.During our 20 years in the collection business, we have

refined asuccessful system that produces exceptional results.从事代收业务20年间，我们总结出了一套很成功的体系，该体系在实际运用中卓有成效。

10.I'll call after you've had a chance to review our proposal.在您抽空审阅了我们的计划书之后，我会给您打电话。

经典范文 **Model**

Subject : Reduced printing costs proposal

Dear Mr. Song ,

How would you like to cut your printing costs by more than 40 percent each month?Give us a few minutes of your time and we'll show you how.

We'll review every facet of your current system and analyse its strengths and weaknesses. We'll look at a comparison of costs for other businesses of your size and provide a comprehensive report of short and long-term actions that will generate substantial savings for your company.

The attached proposal outlines the details of what we'll do and how successful we've been at doing this for other businesses. In fact, we guarantee you'll save no less than 10 percent per year as a result of our efforts.

I'll call after you've had a chance to review our proposal.

Yours sincerely ,

David Wu

主题：关于减少印刷费用的计划书

亲爱的宋先生：

您希望每个月节省40%的印刷成本吗？请允许我们占用您几分钟的时间来告诉你实施方案。

我们会检查您当前的系统，分析该系统的优缺点。我们将会比照与贵公司同等规模的其他公司的成本情况，为您提供一个包含了长期和短期运作方式的全面的报告，它将会为您的公司节省下可观的费用。

附上的计划书列出了我们要做到的所有事项，以及以前我们为其他公司做这项工作时所取得的成绩。事实上，我们保证我们的努力能每年为您节省10%以上的费用。

请您赏光审阅一下我们的计划书，我随后会给您打电话。

此致

敬礼！

大卫·吴

申请购买办公设施 Request for Buying Office Facilities

办公室的家具和设备不仅会磨损、损坏，也会过时，因此需要申请更换。

常用句型 Useful Sentences

1.I would like to request the purchase of a new photocopier for our department.我想申请为我们部门购买一台新复印机。

2.I would like to suggest the purchase of a new laser printer for the accounting department.我想提议为财务部购买一台新激光打印

机。

3.In order to improve the photocopying efficiency of our department can I recommend that we upgrade the present copier? 为了提高我们部门的复印效率，我能否提议更换我们现有的那台复印机？

4.The current photocopier has already broken down three times this month.

本月内现有那台复印机已经坏了三次了。

5.The present copier is no longer under warranty and consequently suffers from high repair bills. 现有的那台复印机过了保修期，因此我们得不断地支付高额维修费。

6.A new photocopier would be faster and more economical in the long run.

新的复印机速度更快，而且从长远考虑，也更经济实惠。

7.In order to facilitate our sales team in delivering presentations to current and prospective clients, I would like to apply for the purchase of a digital projector. 为了帮助我们的销售团队更好地给既有和潜在的客户做演示，我想申请购买一部数字投影仪。

8.The attached document gives in greater detail suggested new models, prices, estimated savings and technical specifications. 随附文件详细列出了建议采购的机器的型号、价格、预计节约的费用以及技术规格。

9.I hope you will give serious consideration to this request. 我希望您会认真考虑这一请求。

10.Thank you for taking the time to consider this request.谢谢您花时间来考虑这个请求。

经典范文 Model

Subject : New photocopier

Dear Mr. Wu ,

I would like to request the purchase of a new photocopier for our department. The reason is that the present copier is no longer under warranty and consequently suffers from high repair bills.It has already broken down three times this month.

The attached document gives in greater detail suggested new models, prices, estimated savings and technical specifications. If you would like to visit our department I would be happy to show you the copier and answer any questions you might have.

Thank you for taking the time to consider this request.

Yours sincerely ,

Eric Tsang

主题：新的复印机

亲爱的吴先生：

我想申请为我们部门采购一台新复印机。原因是现有的那台已过了保修期，我们得不断支付高额的维修费。它在本月内已经坏了三次了。

附上的文件已详细列出建议采购的机器的型号、价格、预计节约的费用以及技术规格。如果您愿意到我们办公室来，我将非常乐意带您看看那台旧复印机，并且回答您提出的任何问题。

感谢您花时间来考虑这个请求。

埃里克·曾谨启

请求延长截止日期 Request for Deadline Extension

请求延长截止日期必需礼貌地解释延误的原因，并且询问客户是否接受这个请求。

常用句型 Useful Sentences

1. We wish to request a fourteen-day extension of your XTC123 delivery deadline. 就您订单号为XTC123的货物的送货时间问题，我们想向您请求延后14天。

2. Unfortunately, one of our key suppliers has failed to deliver on time which consequently has had a domino effect of delaying delivery of your order. 遗憾的是，我们的一家主要供应商没能按时供货，由此间接地导致了给您送货的延误。

3. We are experiencing some technical difficulties in fulfilling your order so there will be a one week delay in delivery. 我们目前遇到了一些技术问题，不能完全满足您的订货，因此，送货时间将要延长一周。

4. Because of a parts shortage we would like to ask you whether we can delay shipment for one week or whether you would like to cancel the order. 由于一些零部件的短缺，我们想询问一下，我们是否可以延期一周发货？或者，您是否愿意取消订单？

5. We have received such an overwhelming response to our offer that we are unable to process all the orders by our original deadline of August 31. 我们产品的订单已经多得超出了我们的预计，

以至于我们不能在截止日期即8月31日之前履行所有的订单。

6.We have hired extra help and are working as quickly as we can, but inspite of this, your order will not be mailed until October 1.我们已经增派了人手，并且尽可能快地赶工，但是，尽管如此，您的订货也只能在10月1日之后寄出。

7.I realize that such changes are never convenient, but trust that the extratime will, in the long run, benefit us all.我知道这样的改变会带来诸多不便，但请相信，从长远考虑，多花一些时间将对我们双方都有利。

8.Please let me know if there is any problem with this change ; otherwise Iwill assume that this is acceptable to you.如果您对这些变更有什么异议，请通知我；否则，我将认定您已经同意。

9.I apologize for any inconvenience this may cause you.由此给您带来的一切不便，我深表歉意。

10.Thank you for your understanding.谢谢您的理解。

经典范文 Model

Subject : Air-conditioning system

Dear Mr. Zhu ,

We agreed that I should come to your company to replace your air-conditioning system on October 4. However, the specific air conditioner mentioned in our contract, the Xinyang Standard, is not available.The next shipment is expected the second week of October.We could delay the installation or, if you prefer, use an XYZ air conditioner, which is also an excellent brand and very similar to the Xinyang.The cost would be the same.

I recommend that we go ahead with the XYZ, but will wait for your instructions. Please call me at 1111111 to let me know what you would like me to do.

Yours sincerely ,

Tim Chang

主题：空调系统

亲爱的朱先生：

按事先的约定我本该于10月4日到贵公司为您更换空调系统，但是，我们协议中注明的那款空调现在没有货，下一批货预计10月的第二周发货，因此，我们得推迟安装时间了；或者，如果您愿意的话，使用XYZ牌的空调。这个牌子的空调也很好，与信阳牌空调非常相似，而且价格也是一样的。

我建议使用XYZ的空调，但我会等待您的指示。请打电话告诉我您希望我们怎么做。我的电话号码是1111111。

蒂姆·常谨启

招标 Request for Bids

招标信件要明确你需要的是什么，以及所有必要的详细说明，同时还要写明投标的截止时间。

常用句型 Useful Sentences

1. On behalf of the Shanghai Corporation, I invite you to submit an estimate for an alarm system for our new headquarters which will be located in the Pudong district. 我代表上海公司，请您就我们浦东新公司总部的报警系统项目提出一份概算。

2. We are currently accepting bids for replacing the heating

system at our Shanghai headquarters. 我们上海总部供热系统更换项目正在招标。

3. We want a complete estimate for your deluxe security system by December 1, along with a guarantee that you can finish the system within two weeks of signing the contract. 12月1日之前, 我们需要一个关于你们加强版安全系统的全面概算, 同时还需要你们保证在合同签署后的两周内安装完毕。

4. Please see the attached specifications for further details about our requirements. 关于我们要求的进一步细节, 请参阅随附的详细说明。

5. Could you let us know what your lowest bid would be? 请告知我们您的最低报价, 好吗?

6. Bids must be made using the attached form. 必需使用后附的表格进行投标。

7. We will be accepting bids until January 4, 2010 at our offices on our standard contractor's forms. 在2010年1月4日之前, 我们会一直在办公室接收投标, 请用我们的标准格式的承包商表格投标。

8. Your signed and sealed bid must be returned to my office by 5:00 p.m. on October 1. 您签字并盖章的标书必需于10月1日下午5点之前送回我的办公室。

9. If you are interested in bidding, we would appreciate your quotation on or before 3:00 p. m. Friday, March 15. 如果您有兴趣投标的话, 请您于3月15日下午3点或之前提出您的报价, 我们将不胜感激。

10. We look forward to your response. 我们期待着您的回复。

经典范文 Model

Subject : Bids wanted for setting up and maintaining a company web page
Dear Sirs ,

Shanghai Corporation is currently seeking bids on setting up and maintaining a web page that will showcase our new software products.

Bids must include a sample page that incorporates the company logo, descriptions of the four sample products described on the attached pages, proposed icons for each product, and sample“hot buttons”for further information, downloading software samples, and ordering each product.

Please see the attached specifications for further details about our requirements.

Shanghai Corporation looks forward to receiving your bid by Friday, December 30. The web site must be ready for testing by January 31 and fully operational by February 27.We look forward to your response.

Yours sincerely ,

William Du

Shanghai Corporation

主题：就建立和维护公司网页项目的招标

敬启者：

上海公司目前正在就建立和维护一个网页的项目进行招标，该网页将用来展示我公司的新软件。

标书必需包括一个示例网页，它要包含公司的标识和4个产品样本的说明，这4个样本将分别在附页上介绍。标书中还须有每个产品的图标设计，以及几个“热键”样例，这些“热键”将分别对应提供更多信息、下载试用软件和订购产品等功能。

关于我们要求的进一步细节，请参阅附上的详细说明。

上海公司期望于12月30日（星期五）之前收到您的投标。网站必需于1月31日之前做好准备接受测试，并于2月27日之前全面运行。我们期待着您的回复。

威廉·杜谨启

上海公司

要求提交预算 Request for Budgets

我们通常会为各种各样的事情申请预算。预算需要准备、提交，其结果将会是被批准、修改或者拒绝。

常用句型 Useful Sentences

1. In preparation for the next fiscal year I would like to remind departmental heads that budgets should be submitted no later than the end of September. 值此为下一财政年度做准备之际，我想提醒各部门的领导，预算应该在9月底之前提交。

2. This is a reminder that next year's preliminary budgets for all departments are due at the end of October. 在此提醒一下，所以部门的初步预算要在10月底以前完成。

3. Please prepare a preliminary budget for the next fiscal year. 请为下一个财政年度做初步预算。

4. As the year-end is approaching, we would like to remind each

storemanager to prepare budgets for the up-coming new fiscal year.
岁末将至，我们要提醒各位店长为即将到来的新财政年度做预算。

5.This is a reminder that first quarter budgets should be submitted bytomorrow.在此提醒一下，第一季度的预算要在明天之前提交。

6.The budget should be submitted as an attachment on or before September 15.预算报告应以附件的形式于9月15日或之前提交。

7.Please make sure that you follow the attached budget format.请确保按后附的预算报告格式做预算。

8.Please refer to the attached budget template and guidelines.请参考附上的预算模式和原则做预算。

9.If you have any questions, please feel free to contact me.如果有任何问题，请随时与我联系。

10.If you have any questions or concerns, please don't hesitate to contactme.如果有任何问题或疑问，请即刻与我联系。

经典范文 **Model**

Subject : Budgets

Dear Department Heads ,

This is a reminder that next year's preliminary budgets for all departments are due at the end of October. Please make sure that you follow the attached example.If you have any questions, please feel free to contact me.

Regards ,

Li Meihua

主题：预算

亲爱的各部门领导：

此信是要提醒各位，明年各部门的初步预算到10月底截止。请你们确保按照后附的样本来做。如果有任何问题，请随时与我联系。

此致

敬礼！

李美华

批准员工的意见 **Approval for Employee Suggestions**

批准信应该提及某人的具体意见，指出这是个好建议，并且鼓励对方日后多提意见。

常用句型 **Useful Sentences**

1.Thank you for coming up with your recent suggestion to.....
谢谢你最近就.....

所提出的意见。

2.I really appreciate your suggestion to.....我非常感谢你所提出的关于.....的意见。

3.Thank you for contacting me following my request for an employeesuggestion email box.谢谢你响应我关于建立员工意见箱的建议而与我联系。

4.Thank you for your prompt response to my call for

suggestions.谢谢你对我征求意见的迅速回应。

5.I have carefully considered your suggestion to.....我非常认真地考虑了你关于.....的意见。

6.I am glad to tell you that we think that your suggestion is a really good one.

很高兴地告诉你，我们认为你的意见非常好。

7.We will implement your suggestion asap.我们会尽快地实施你的建议。

8.From the first of next month your suggestion will be implemented throughout the company.从下月1日起，你的建议将会在全公司范围内实行。

9.As a result of your suggestion we would like to offer you a bonus of.....由于你提出了（好的）建议，我们决定给你一笔.....的奖金。

10.If you have any further suggestions to make please do not hesitate to contact me.如果你还有哪些进一步的意见，请即刻与我联系。

经典范文 Model

Subject : Re : Employee suggestions

Dear Mr. Yung ,

Thank you for contacting me following my request for an employee suggestion email box.

I have carefully considered your suggestion to introduce flexi-time for all full-time office staff in order to avoid rush hour traffic

and help staff to avoid lengthy commuting time.

I am glad to tell you that we think that your suggestion is a really good one and that from the first of next month your suggestion will be implemented throughout the company.

As a result we would like to offer you a bonus of 500 yuan.

If you have any further suggestions to make please do not hesitate to contact me.

Best regards ,

Ken Shi

主题：回复：员工的建议

亲爱的荣先生：

谢谢你响应我关于建立员工意见信箱的提议而与我联系。

你提出在所有全职办公室职员中推广弹性工作制，以避免交通高峰时段，从而减少员工的通勤时间。我非常认真地考虑了你的这项建议。

我很高兴地告诉你，我们认为你的建议非常好。并且，从下月1日起，你的建议将会在全公司范围内实行。

为此，我们发给你一笔500元的奖金。

如果你还有哪些进一步的意见，请即刻与我联系。

此致

敬礼！

肯·石

批准授信（企业对企业） Approval for Credit Application (Business to Business)

批准授信函应该写明所给予的授信额度以及开始的日期。

常用句型 Useful Sentences

1.Thank you for your recent credit application.感谢您最近的授信申请。

2.We have carefully considered your credit application and are pleased to announce a ¥5,000 monthly limit.我们非常认真地考虑了您的授信申请，并且很高兴地通知您，您每月的信用额度为5000元。

3.We are happy to announce that we agree to your request.我们非常高兴地通知您，我们同意了您的申请。

4.After 6 months we will review your credit limit.6个月之后，我们会审核您的信用额度。

5.Please read the attached payment guidelines.请您阅读附上的付款细则。

6.Attached please find our terms of credit business.随函附上我们的商业授信条款。

7>Your new credit limit will apply from the first of next month.从下月1日起，您就可以使用新的信用额度了。

8.From the 1st of next month all your purchases will be on a credit basis.从下月1日起，您所有的采购都将以授信交易。

9.Please ensure that all monthly accounts are paid promptly and in full.请确保所有的月度账户都及时并全额支付。

10.Please note that all payments should be paid promptly.请注意，所有的应付款都要及时付清。

经典范文 Model

Subject : Re : Credit required

Dear Mr. Man ,

Thank you for your recent email regarding a credit account. We have carefully considered your credit application and are pleased to announce a ¥ 5 , 000 monthly limit.

Attached please find our terms of credit business. Your new credit limit will apply from the first of next month.

If you have any further questions please do not hesitate to contact me.

Yours sincerely ,

Alice Qian

主题：回复：申请授信

亲爱的满先生：

谢谢您最近关于授信账户的电邮。我们非常认真地考虑了您的授信申请，并且很高兴地通知您，您每月的信用额度为5000元。

随函附上我们的商业授信条款。从下月1日起，您就可以使用新的信用额度了。

如果您有任何问题，请即刻与我联系。

爱丽丝·钱谨启

批准授信（企业对消费者） Approval for Credit Application（Business to Customer）

批准授信函应该明确所给予的授信额度，以及开始的日期。

常用句型 Useful Sentences

1.Thank you for requesting a credit account at Xinning Toys.感谢您申请在新宁玩具公司开设授信账户。

2.We have received your request for a credit account with Xinning Toys.我们已经收到了您要在新宁玩具公司开设授信账户的申请。

3.We have approved your request for a credit account with us in the amount of ¥ 10,000.我们已经批准您在我们公司开设授信账户，您的信用额度为1万元。

4.Your application went through our Credit Control Department successfully, and we will extend to you the ¥ 888 sales credit immediately.您的申请成功地通过了我们的信贷管理部的审查，我们将立即为您提供888元的销售信贷。

5.I have attached a document describing our credit policies and procedures in more detail.我已经附上了一份文件，其中详细介绍了我们的授信政策和程序。

6.On receipt of this email you may start making credit purchases with us.收到此邮件后，您就可以在我们公司进行赊购了。

7.Your credit account is operative with immediate effect.您的授信账户立即生效。

8.If you wish to increase your credit limit you may apply for a review after 6 months.如果您希望增加您的信用额度，您可以在6个月

之后申请审核。

9.We look forward to filling your orders and meeting your requirements.我们期待着为您供货，并愿意满足您的一切要求。

10.Please call me (010-5665-3321) if you have any questions.如果您有任何问题，请给我打电话 (010-5665-3321)。

经典范文 Model

Subject : Re : Credit account

Dear Miss Fang ,

Thank you for requesting a credit account at Xinning Toys. We are pleased to grant you an initial credit line of 5 , 000 yuan.I have attached a document describing our credit policies and procedures in more detail.

Here are some details concerning your account :

1.You will be billed the first day of the month.

2.The balance is due within 30 days, interest free.

3.Any balance owed beyond 30 days will be subject to a 15 percent annual finance charge.

We look forward to filling your orders and meeting all your requirements. Please call me (010-5665-3321) if you have any questions.

Kindest regards ,

Emily Fu

主题：回复：授信账户

亲爱的方小姐：

感谢您申请在新宁玩具公司开设授信账户。我们很高兴地授予您5000元的初始信用额度。我已经附上了一份文件，当中详细地介绍了我们的授信政策和程序。

下面是关于您的账户的一些详细信息：

- 1.我们将于每月1日给您开出账单。
- 2.账户余额在30日内结清，免息。
- 3.超过30天的应付余额将支付年利率15%的财务费用。

我们期待着为您供货，并且满足您的一切要求。如果您有任何问题，请给我打电话（010-5665-3321）。

谨致问候

艾米莉·付

批准计划书 Approval for Proposal

批准计划书信件中应该提到该计划的内容以及实施的时间。

常用句型 Useful Sentences

1.I have carefully reviewed your proposal for new.....我已经仔细审查了你关于新.....的计划。

2.I concur with your recommendations.我完全同意你的建议。

3.I have forwarded your proposal with my endorsement to the Head ofMarketing.我已经将你们的计划以及我的背书一起转交给市场营销部经理了。

4.I enjoyed your presentation on the proposed change in our

staff canteen.

我很喜欢你那个关于我们的员工餐厅改造的提案。

5.I will tell the board that I can think of no reason for not adopting it immediately.我会告诉董事会我的意见，即我们应该马上采用这一计划。

6.As you requested, I have reviewed the proposal for an upgrade in computers and I am in total agreement with its recommendation that the company purchase the latest models.正如你所要求的那样，我已经审阅了关于电脑升级的计划书，我完全赞成该计划书的提议，公司应该购买最新型号的电脑。

7.I have read and analyzed your proposal to provide.....to employees of Shanghai Corporation.我已经阅读并分析了你关于向上海公司员工提供.....的计划。

8.I was impressed by your statistics on the higher retention rates for female executives in companies with such facilities.你的统计数据显示，在具有此种设施的公司中，女性高管有较高的留任率。这些数据给我留下了深刻印象。

9.I have recommended to the Board of Directors that they approve your proposal.你的计划须经董事会批准，我已经向他们推荐过了。

10.Wonderful news ! Your proposal has been accepted.好消息！你的建议已经通过了。

经典范文 **Model**

Subject : Advertising proposal

Dear Mr. Wu ,

The board of directors has approved your advertising proposal. They are enthusiastic about the youthful slant your advertising assumes and feel it will boost sales of our new vitamin range. Of course, we need to discuss the details of the project further. My secretary, Amy, will call to schedule a time when we can meet.

Once again, thank you very much and I look forward to meeting you.

Best regards ,

Ken Ham

主题：广告策划

亲爱的吴先生：

董事会已经批准了你的广告策划。他们对于你在广告中所表现出的年轻化的倾向非常感兴趣。他们认为这样的广告将会刺激我们的新品维生素的销售。当然，我们需要进一步探讨一下这个方案的细节。我的秘书艾米将会给你打电话安排我们会面的时间。

再次深表感谢，期待着与你会面。

谨致问候

肯·汉姆

批准购买办公设施 Approval for Buying Office Facilities

批准购买办公设施和设备的申请时，要提及被替换的东西，以及新设施到位的时间。

常用句型 Useful Sentences

1.Thank you for your request for a new.....谢谢你提出更换一台新.....的请求。

2.We have approved your request for a replacement.....我们已经批准了你要更换.....的申请。

3.We have agreed to your request for a new.....我们已经同意了提出的更换一台新.....的请求。

4.We have examined your request for a new.....我们已经审核了你关于新.....

的要求。

5.I have looked into this matter and agree with you that our present one is no longer economical.我已经研究过这个问题了，我同意你的意见，我们现在的这个.....成本太高了。

6.Therefore, I have ordered the Canon ZX123 which was one of the models you suggested.因此，我订购了佳能ZX123，这是你建议购买的型号之一。

7.We have placed an order for a new.....and hopefully it will be delivered soon.

我们已经订购了一个新的.....，并且有望很快收到。

8.It should be delivered and in operation by the end of the month.它应该在本月底之前送到并投入使用。

9.I am sure that this new purchase will help to create a better working environment.我敢肯定这次新添置的设施能够帮助我们营造一个更好的工作环境。

10.Thank you again for your suggestion and I hope the new machine will help improve your working efficiency.再次感谢你的意

见，我想这台新设备将会提高你们的工作效率。

经典范文 Model

Subject : Re : New photocopier

Dear Mr. Tang ,

Thank you for your request for a new photocopier. I have looked into this matter and agree with you that our present one is no longer economical. Therefore, I have ordered the Canon ZX123 which was one of the models you suggested. It should be delivered and in operation by the end of the month.

Thank you again for your suggestion and I hope the new machine will help improve your working efficiency.

Yours sincerely ,

John Wu

主题：回复购买新复印机

亲爱的唐先生：

谢谢你提出的购买新复印机的请求。我已经研究了这个问题，并且同意你的意见，我们现在的这台复印机成本太高了。因此，我已经订购了佳能ZX123，这也是你建议购买的型号之一。新机器应该在本月底之前送到且投入使用。

再次感谢你的意见，我想这台新设备将会提高你们的工作效率。

约翰·吴谨启

批准延长截止日期 **Approval for Deadline
Extension**

有时候，由于发生了不可预料的情况，我们请求延长已经过双方同意的最后期限。

常用句型 Useful Sentences

1. We have received your email requesting an extension of the July 31 deadline. 我们已经收到了你要求延长7月31日这个最后期限的电邮。

2. Thank you for your email requesting an extension deadline. 谢谢你请求延长最后期限的邮件。

3. I received your email of October 9 and, after careful consideration, I have decided to grant your request to extend the November 13 deadline to November 30. 我已经收到你于10月9日发出的邮件，经过认真考虑，我决定同意你的请求，将11月13日的最后期限延至11月30日。

4. We have taken into consideration your present circumstances and agree that an extension to the deadline is the only feasible option at present. 我们已经考虑了你们目前的处境并且同意你们的看法，即延长最后期限是目前唯一可行的方案。

5. We are happy to agree to your request for an extension to the July 31 deadline. 我们愿意批准你的请求，延长7月31日这一最后期限。

6. The new deadline will be August 31. 新的最后期限为8月31日。

7. We agree to your request to extend the deadline to August 31. 我们同意你的请求，延长最后期限至8月31日。

8. I look forward to the work being completed on time. 我期望这项工作能够按时完成。

9.I hope that this new deadline will be strictly adhered to.我希望你们能严格遵守这个新的最后期限。

10.Please note that no further deadline extensions will be granted.请注意：

我们不会再同意任何延长最后期限的请求。

经典范文 Model

Subject : Deadline extension

Dear Mr Wang ,

I received your email of October 9 and, after careful consideration, I have decided to grant your request to extend the November 13 deadline to November 30. You are right.We will save money by taking the extra time to include the more durable plastic components.

Thank you for keeping our best interests in mind. I look forward to viewing the finished work.

Kindest regards ,

Julia Pan

主题：延长最后期限

亲爱的王先生：

我收到了你10月9日的来信。经过认真考虑，我决定同意你的请求，即把最后期限从11月13日延长至11月30日。你说得对，使用更耐用的塑料组件虽然会多花一些时间，但会为我们省下不少费用。

谢谢你能时刻把我们的最大利益放在心上。我期待早日看到成

品。

此致

敬礼！

朱莉娅·潘

批准投标 Approval for Bids

收到的投标越多，你在做最终决定时，就会有越多的选择。

常用句型 Useful Sentences

1.Thank you for submitting your bid.谢谢你提交标书。

2.We have now received and examined all bids for the new contract.我们目前已经收到并审查了所有对这一新合同的投标。

3.We have now examined all the bids received from the parties involved and are pleased to inform you that you have been successful.我们已经审核了所有参与竞标方的投标，在此，我们很高兴地通知贵公司，你们中标了。

4.All the submitted bids have been examined against our specifications and we are pleased to announce that your bid has been accepted.我们按照我们的具体要求审核了所有投标，在此，我们很高兴地宣布，我们接受了贵公司的投标。

5.As your bid was the lowest tender we are glad to announce that you have won the contract to supply us with.....因为贵公司的投标是索价最低的，我们很高兴地宣布，贵公司赢得了为我公司供应.....的合同。

6.Please accept this email as official confirmation that your bid has been accepted by our company.贵公司的投标已经被我公司接

受，谨以此邮件作为正式的确认。

7.Congratulations ! Your bid was successful.恭喜！贵公司中标了。

8.We look forward to you completing the contract within two months.我们期待贵公司在两个月之内完成该合同。

9.The work must be finalized by the end of June.这项工作必需在6月底之前完成。

10.If you have any questions please do not hesitate to contact me.如果你有任何问题，请即刻与我联系。

经典范文 **Model**

Subject : Re : Webpage bid

Dear Mr. Chan ,

Thank you for submitting your bid. We have now examined all the bids received from the parties involved and are pleased to inform you that you have been successful.Congratulations !

The web site must be ready for testing by January 31 and fully operational by February 27. If you have any questions please do not hesitate to contact me.

Yours sincerely ,

William Du

主题：回复：网页投标

亲爱的陈先生：

谢谢你参与竞标。我们已经审核了所有参与竞标方的投标，在

此，我们很高兴地通知你，贵公司中标了。恭喜你！

该网站必需于1月31日之前准备好接受测试，且必需在2月27日之前全面运行。如果你有任何问题，请即刻与我联系。

威廉·杜谨启

批准预算 Approval for Budget

所有的企事业单位都要为下一年度做预算。

常用句型 Useful Sentences

1.Thank you for submitting next year's preliminary budget.谢谢你提交的下一年度的初步预算。

2.We have received your proposed budget for the next fiscal year.我们已经收到你提交的下一财政年度的概算。

3.We have now received all the budgets and I am pleased to confirm that yours has been approved.我们目前已经收到了所有的预算报告，在此，我很高兴地确认，你的预算已经通过了。

4.Subject to a few minor changes your budget has been approved.除了需要一些小的改动外，你的预算已经被批准了。

5.I am glad to say that it has been approved.我很高兴地通知你，预算通过了。

6.Thank you for preparing such a detailed budget.谢谢你做了这么详细的预算。

7.Thank you for doing such a good job with it.这件事你干得漂亮，谢谢。

8.I appreciate all the time you have spent in preparing the

budget.我非常感谢你下这么大的功夫做预算。

9.Please note that any further changes to the budget must be submitted to me first.请注意，对预算所做的任何进一步的改动都必需先提交给我。

10.Please find attached the approved version of your budget for next year.有关你的下一年度预算的批准版本详见附件。

经典范文 **Model**

Subject : Re : Budgets

Dear Ted ,

Thank you for submitting next year's preliminary budget. I am glad to say that it has been approved.Thank you for doing such a good job with it.

Regards ,

Li Meihua

主题：回复：预算

亲爱的泰德：

谢谢你提交的下一年度的初步预算。我很高兴地通知你，预算通过了。这件事你干得漂亮，谢谢。

此致

敬礼！

李美华

拒绝 Rejections

拒绝意见 Suggestion Rejection

当我们拒绝别人提出的意见时，最好先感谢对方提出意见，然后再解释为什么这一意见没有被接受。

常用句型 Useful Sentences

Thanks for the suggestion谢谢（别人的）意见

1.Thank you for your great suggestions on.....谢谢你就.....所提出的这些好意见。

2.Thank you for your suggestion that we.....谢谢你关于我们.....的意见。

3.Thank you for suggesting that we.....感谢你提议我们.....

4.I really like your suggestion about.....我非常喜欢你关于.....的提议。

Rejecting the suggestion拒绝（别人的）意见

1.I am sorry to inform you that.....我非常遗憾地通知你.....

2.Unfortunately we are not able to.....很遗憾，我们不能.....

3.While we agree that using one office supplier cuts down the number of invoices handled by the accounting department, management feels at this time that we must continue with three suppliers to satisfy our needs.你建议公司使用单一的办公室用品供应商以减少财务部需要处理的票据。我们虽然同意这一意见，但管理层认为，目前我们必需继续使用三个供应商，这样才能满足我们的需要。

4.I have given a lot of thought to your ideas but.....对于你的意见我思考了很久，但是.....

5.While your suggestion has some merits I am afraid that they are outweighed by their disadvantages.尽管你的意见有一些可取之处，但是我很抱歉地说，它的弊端远远多于优点。

6.There are some good points to your suggestion but, on balance, I feel that this is not the right time.你的建议里的确有一些好点子，但总的来说，我认为我们目前还不能采用。

经典范文 **Model**

Subject : Additional secretary

Dear Tracy ,

I reviewed your suggestion that we hire an additional secretary and agree that at times our present staff seems overwhelmed by the work load. Unfortunately, the company is unwilling to consider new staff at this time.I have kept a copy of your letter and will talk to them again in six months or so.

I appreciate your initiative. The data you presented were impressive.Let's see what happens in six months.

Thanks again ,

Cindy Cie

主题：增加秘书

亲爱的翠西：

我认真考虑了你提出的再雇佣一位秘书的建议，同时，我也意识到，目前我们现有的员工好像都在超负荷工作，但是很遗憾，公司目

前暂不考虑雇佣新的员工。我已经备份了你的邮件，并会在大约6个月之后和他们再次商议此事。

非常感谢你的倡议。你所出具的数据非常有说服力。让我们在这6个月内静观其变吧。

再次表示感谢。

辛迪·蔡

拒绝授信申请（企业对企业） **Credit Application Rejection（Business to Business）**

拒绝授信时应该尽量做到有礼貌，还要说明授信申请被拒绝的原因，并且表明，如果情况有所变化，这个问题是可以重新考虑的。

常用句型 **Useful Sentences**

1.Thank you for contacting Shanghai Corporation about your credit needs.非常感谢您就贵公司的授信请求一事与上海公司联系。

2.With reference to your recent credit application we have carefully reviewed your application but have declined it for the following reasons：鉴于您最近的授信请求，我们仔细地审核了贵公司的申请，但由于以下原因，我们没有批准贵公司的申请：

3.Unfortunately, after careful review of your application, we must decline your credit request at this time.很遗憾，在仔细审查了贵公司的申请之后，这次我们必需拒绝贵公司的授信申请。

4.After carefully reviewing your credit application, we have concluded that we cannot extend you credit at this time.在仔细审查了贵公司的授信申请之后，我们已经做出了决定，即现在不能增加贵公司的信用额度。

5.Unfortunately, you do not meet our current criteria for credit approval.很遗憾，贵公司没有达到我公司现行的批准授信的标准。

6.In any case, we invite you to reapply if your circumstances change.不管怎样，如果贵公司的情况发生了变化，我们会请您重新申请的。

7.If you feel that you have information that will make a difference to your credit application then please contact us.如果您有哪些信息可能改变您的授信申请结果，请联系我。

8.Please feel free to resubmit your credit application when you feel more secure about your credit record.什么时候您对贵公司的信用记录更有信心了，请随时重新提交授信申请。

9.However, we would gladly reconsider your request if you could provide us with further bank references.当然，如果您能给我们提供进一步的银行征信，我们会很高兴地重新考虑您的申请。

10.For the time being, we will gladly accept your cash, checks or credit cards and, as always, we appreciate your business.目前，我们很乐意接受贵公司以现金、支票或信用卡等方式的付款，并一如既往地感谢您的惠顾。

经典范文 Model

Subject : Re : Credit application

Dear Sir ,

Thank you for applying to Shanghai Corporation about your credit needs. While it appears that your business holds good financial promise, we are unable to approve your line of credit due to your troubled credit history. Please feel free to resubmit your credit application when you feel more secure about your credit

record. For the time being, we will gladly accept your cash, checks or credit cards and, as always, we appreciate your business.

Regards ,

Jane Fu

Credit Controller

主题：回复授信申请

敬启者：

非常感谢您向上海公司申请授信。尽管贵公司目前看上去具有良好的财务保证，但是，鉴于贵公司糟糕的信用记录，我们还是不能准予贵公司的信用额度。在您对贵公司的信用记录更有把握的时候，可以随时重新提交授信申请。目前，我们很乐意接受贵公司以现金、支票或信用卡等方式的付款，且一如既往地感谢您的惠顾。

此致

敬礼！

简·付

信用管理员

拒绝授信申请（企业对消费者） **Credit Application Rejection (Business to Consumer)**

尽管你要拒绝一个消费者的授信申请，你还是要与其做生意，因此，礼貌至关重要。

常用句型 **Useful Sentences**

1. Thank you for requesting a credit account at Xinning Toys. 谢

谢您申请在新宁玩具公司开立信用账户。

2.After careful consideration we regret to say that we are unable to provideyou with a credit account at this time because of your poor credit history.经过认真考虑之后，我们很遗憾地通知您，由于您的不良信用记录，我们目前不能为您开立信用账户。

3.Unfortunately, you do not have a long enough business history for us toextend you credit at this time.很遗憾，您与我们的交易历史还不够长，因此，目前我们不能给您增加信用额度。

4.We are really sorry to say that we cannot grant you credit terms at thistime.我们非常遗憾地通知您，我们目前不能授予您赊购条件。

5.We have reviewed your credit application but are sorry to say that yourrequest has been denied.我们已经收到了您的授信申请，但是，我们非常遗憾地通知您，您的申请被拒绝了。

6.If you would like to reapply in 6 months time we will be happy to reviewyour application.如果您愿意在6个月之后重新申请，我们将很高兴地重新考虑您的申请。

7.Your application may be resubmitted in 6 months time.您可以在6个月之后重新提交授信申请。

8.If you would like to discuss this matter further then you may call me on 010-6774 8585.如果您希望进一步探讨这件事情，就请您给我打电话，号码是010-6774 8585。

9.If you disagree with our decision you may call me at 010-6774 8585.如果您不同意我们的决定，您可以给我打电话，号码是010-6774 8585。

10.If you have further information that may change our

decision pleasecontact me.如果您还有可能改变我们决定的其他资讯，请联系我。

经典范文 Model

Subject : Re : Credit account

Dear Miss Fang ,

Thank you for requesting a credit account at Xinning Toys. After careful consideration we regret to say that we are unable to provide you with a credit account at this time because of your poor credit history.If you would like to reapply in 6 months time we will be happy to review your application.

Please call me (010-5665-3321) if you have any questions.

Kindest regards ,

Emily Fu

主题：回复：信用账户

亲爱的方小姐：

感谢您申请在新宁玩具公司申请开立信用账户。经过认真考虑之后，我们很遗憾地通知您，由于您的不良信用记录，目前我们不能为您开立信用账户。如果您愿意在6个月之后重新申请的话，我们将会很高兴地重新考虑您的申请。

如果您还有什么问题，请给我打电话（010-5665-3321）。

此致

敬礼！

艾米丽·付

拒绝建议 Proposal Rejection

建议就是建议，是建设性的而非决定性的东西。

常用句型 Useful Sentences

1.The board of directors has considered your advertising proposal.董事会已经考虑了你的广告计划。

2.They felt that although there was much merit in your proposal yet, on balance, they agreed that there were too many demerits to be able to proceed with it.他们认为，尽管你的计划有许多优点，但总的来说，里面还是有太多的缺点，因此，我们不能实施它。

3.Unfortunately, your proposal was not considered attractive enough to warrant proceeding any further with it.很遗憾，我们认为你的计划没有足够的吸引力，所以我们不能保证对它的进一步实施。

4.We regret to say that your proposal was not accepted by the board of directors.我们很遗憾地通知你，你的计划没有被董事会采纳。

5.Regretfully, your proposal fell far short of what we are looking for.很遗憾，你的计划与我们所希望的差得太远了。

6.We thoroughly examined your proposal but felt that it was not what we were hoping for.我们非常仔细地研究了你的计划，但是，我们觉得这不是我们所期待的。

7.We all felt that your proposal did not offer enough financial incentives for us to proceed with it.我们都认为你的计划没有为我们提供足够的经济方面的动力，因此我们不能实施。

8.Thank you for submitting your proposal but we feel that this is not the righttime to go ahead with it.谢谢你提交的计划，但是，我们认为现在不是实施它的时候。

9.An amended proposal may be resubmitted.修改后的计划书可以重新提交。

10.We would like to take this opportunity to thank you for submitting yourproposal and if you were to substantially alter it we may reconsider it in the future.我们想借此机会感谢你提交给我们计划书。如果你愿意做大幅度的修改，我们将来可能会重新考虑。

经典范文 Model

Subject : Advertising proposal

Dear Mr. Wu ,

The board of directors has considered your advertising proposal. They felt that although there was much merit in your proposal yet, on balance, they agreed that there were too many demerits to be able to proceed with it.

We would like to take this opportunity to thank you for submitting your proposal and if you were to substantially alter it we may reconsider it in the future.

Best regards ,

Ken Ham

主题：广告策划

亲爱的吴先生：

董事会已经考虑了你的广告计划。他们认为，尽管你的计划有许

多优点，但总的来说，里面还是有太多的缺点，因此，我们不能实施它。

我们想借此机会感谢你提交给我们计划书。如果你愿意做大幅度的修改，我们将来可能会重新考虑。

此致

敬礼！

肯·汉姆

拒绝购买办公设施 Buying Office Facilities Rejection

大家总是想要最先进的办公设备以及最新型的高科技产品，但是公司鉴于自己的财务状况不可能总是允许这种要求。

常用句型 Useful Sentences

1.Thank you for your request for a new photocopier.谢谢你提出的购置新复印机的请求。

2.I have looked into this matter and agree with you that our present one is no longer economically viable.我已经研究过这个问题了，而且，我同意你的意见，我们现在的这台……从经济效益的角度考虑不划算。

3.However, we have not budgeted for a new photocopier during this fiscal year so I am afraid that you will have to make do with the present photocopier until such time as finances permit us to buy a new one.但是，在这个财政年度我们没有添置新复印机的预算，因此，我很抱歉，在财务状况允许我们购买新复印机之前，你们还得凑合着用现在这台。

4.Unfortunately, due to present financial restrictions, I cannot sanction the purchase of a.....at present.不幸的是，由于目前财务状况的限制，我们暂时不能批准采购.....

5.Regretfully, we are not able to replace the.....for the foreseeable future.很遗憾，在可预见的将来，我们不能更换.....

6.We are not able to buy the.....during the present financial year.在本财政年度，我们无力购买.....

7.Please resubmit your request during the next fiscal year.请在下个财政年度里重新提出申请。

8.Can you manage with the present one until circumstances change?在情况好转之前，你能先凑合着使用现有这台吗？

9.I hope that you can understand our decision not to replace it at present.我们目前还不能替换它，希望你能理解这个决定。

10.Thank you again for your suggestion and I am sorry that we cannot replace it at present.再次感谢你的建议。我很抱歉，我们目前不能替换它。

经典范文 Model

Subject : Re : New photocopier

Dear Mr. Tang ,

Thank you for your request for a new photocopier. I have looked into this matter and agree with you that our present one is no longer economically viable.However, we have not budgeted for a new photocopier during this fiscal year so I am afraid that you will have to make do with the present photocopier until such time as finances permit us to buy a new one.

Thank you again for your suggestion and I am sorry that we cannot replace it at present.

Yours sincerely ,

John Wu

主题：回复：新的复印机

亲爱的唐先生：

谢谢你有关购买新复印机的申请。我已经研究过这个问题了，而且同意你的意见，我们现在的这台复印机从经济效益的角度考虑的确不划算。但是，在当前财政年度我们没有添置新复印机的预算，因此，我很抱歉，在财务状况允许我们购买新复印机之前，你们还得凑合着用现在这台。

再次感谢你的建议。我很抱歉，我们目前不能替换它。

约翰·吴谨启

拒绝延长截止日期 **Deadline Extension Rejection**

截止日期就是应该严格遵守的最后期限，因为许多其他事情都要依赖于截止日期而行止。

常用句型 **Useful Sentences**

1.I received your email of October 9 and, after careful consideration, I have decided not to grant your request to extend the November 13 deadline to November 30.我已经收到你于10月9日发出的邮件，经过认真考虑，我无法同意你将11月13日的最后期限延长至11月30日。

2.I am afraid that I cannot, under any circumstances, extend the deadline.

很抱歉，我在任何情况下都不能延长最后期限。

3.As you know, we have clients who have been waiting patiently for a longtime and so we insist that you honour the original contract and deadlines.如你所知，我们的客户已经耐心等待了很长时间，因此，我们坚决要求你们执行原合同，遵守最后期限。

4.We understand the difficulties you are having but you previously agreed to the deadline and we insist that you honour your agreement.我们理解你们遭遇的困境，但是，你们以前承诺过这个最后期限，我们还是强烈要求你们信守承诺。

5.Because of contractual agreements we are unable to agree to your request for an extension to the deadline.基于合同，我们不能同意你们延长最后期限。

6.We are unwilling to release you from your contractual agreement and so we insist you stick to the original deadline.我们不想免除你们履行合同的责任，因此，我们坚决要求你们遵守原定的最后期限。

7.We are not able to extend the deadline because of customer demand.由于客户的需求，我们不能延长最后期限。

8.Under no circumstances are we prepared to allow you to extend the deadline.无论在任何情况下，我们都不会同意你们延长最后期限。

9.I am sorry if this causes you problems but a delay at this stage causes even greater problems.如果这给你们造成麻烦的话，我很抱歉，但是，现阶段的任何延误都会给我们造成更大的麻烦。

10.I hope you can understand our point of view.我希望你们能够理解我们的立场。

经典范文 Model

Subject : Deadline extension

Dear Mr Wang ,

I received your email of October 9 and, after careful consideration, I have decided not to grant your request to extend the November 13 deadline to November 30. As you know, we have clients who have been waiting patiently for a long time and so we insist that you honour the original contract and deadlines. I am sorry if this causes you problems but a delay at this stage causes us even greater problems. I hope you can understand our point of view.

Kindest regards ,

Julia Pan

主题：延长最后期限

亲爱的王先生：

我已经收到了你于10月9日发出的邮件，经过认真考虑，我觉得我们无法同意你将11月13日的最后期限延长至11月30日。如你所知，我们的客户已经耐心等待了很长时间，因此，我们坚决要求你们执行原合同，遵守最后期限。如果这给你们造成麻烦的话，我很抱歉，但是，现阶段的任何延误都会给我们造成更大的麻烦。我希望你们能够理解我们的立场。

此致

敬礼！

朱莉娅·潘

拒绝投标 Bid Rejection

允许多个投标人竞标主要是为了可以选择一个最佳方案。这也意味着其他的投标都失败了。

常用句型 Useful Sentences

1.Thank you for submitting your bid.谢谢你参与竞标。

2.We have now examined all the bids received from the parties involved and regret to announce that yours was not the winning bid.
我们目前已经审核

了所有参与竞标方的投标。在此，我们很遗憾地宣布，贵公司没有中标。

3.Unfortunately, your bid did not succeed.很遗憾，您没有中标。

4.We regret to say that your bid fell far short of others.我们非常遗憾地通知您，贵公司的投标与其他公司相差甚远。

5.We regret to announce that your bid was not successful.我们非常遗憾地宣布，贵公司没有中标。

6.Regretfully, your bid was not successful.很遗憾，您没有中标。

7.Although your bid was excellent in parts it did not make it to the final round.

尽管该公司的标书有一些可取之处，但还是没有能够进入最后一轮的角逐。

8.We are sorry to say that your bid did not make it to the final round.我们非常遗憾地通知您，贵公司的投标没有能够入围最后一轮的角逐。

9.We are sorry to announce that your bid did not make it to the final selection.我们非常遗憾地宣布，贵公司的投标没有能够参加最终的评选。

10.We would like to thank you once again for being involved in our bidding process and we wish you every success in future bids.我们要再次感谢你参与投标，并且希望贵公司在以后的投标中取得成功。

经典范文 Model

Subject : Re : Webpage bid

Dear Mr. Chan ,

Thank you for submitting your bid. We have now examined all the bids received from the parties involved and regret to announce that yours was not the winning bid.

We would like to thank you once again for being involved in our bidding process and we wish you every success in future bids.

Yours sincerely ,

William Du

主题：回复网页投标

亲爱的成先生：

谢谢你参与竞标。我们目前已经审核了所有参与竞标方的投标。在此，我们很遗憾地宣布，贵公司没有中标。

我们要再次感谢你参与投标，并且希望贵公司在以后的投标中取得成功。

拒绝预算 Budget Rejection

预算通常会因为做得过大或者不切实际而被拒绝。但通常还是可以再次提交已降低或修订了的预算。

常用句型 Useful Sentences

1.Thank you for submitting next year's preliminary budget.谢谢你提交下一年度的初步预算。

2.Unfortunately, your budget was considered too high and some items that you included in your budget were not considered necessary or essential.很遗憾，我们认为你的预算做得太大了，其中的有些项目，我们认为不是必要和必需的。

3.I have looked at your budget and cannot approve it at the moment.我已经看过你的预算了，但目前我无法批准。

4.A close examination of your preliminary budgets reveals overspending in some areas and consequently, it cannot be approved in its present format.在仔细审查过你的初步预算后，我发现存在一些超支情况，因此，目前这样的预算安排是不能通过的。

5.As your budget stands we are unable to approve it without further changes.就你现在所做的预算而言，如不进一步修改，我们无法批准。

6.Regretfully your submitted budget does not meet our requirements and is therefore not approved.很遗憾，你提交的预算没有达到我们的要求，因此，我们不能批准。

7.We regret to say that your budget does not meet our approval.我们非常遗憾地通知你，你的预算未达到我们的审批标准。

8.I think you need to change your budget because some of the estimated figures are too high.我认为你有必要修改一下你的预算，因为有些估计数字太高了。

9.Please resubmit a revised budget.请你修改后重新提交。

10.Please have another look at it and resubmit it by the middle of next month.请你再审查一遍预算报告，然后于下月中旬之前重新提交。

经典范文 **Model**

Subject : Re : Budgets

Dear Ted ,

Thank you for submitting next year's preliminary budget. Unfortunately, your budget was considered too high and some items that you included in your budget were not considered necessary or essential. Please have another look at it and resubmit it by the middle of next month.

Regards ,

Li Meihua

主题：回复预算

亲爱的泰德：

谢谢你提交下一年度的初步预算。很遗憾，你的预算做得太大了，里面的有些项目，我们认为不是必要和必需的。

请再审查一遍你的预算报告，然后于下月中旬之前重新提交。

此致

敬礼！

李美华

态度 Attitudes

惊讶 Surprise

惊讶既可以是出于对某些负面消息的震惊或意外，也可以缘于听到好消息后的惊喜。

常用句型 Useful Sentences

Positive surprise正面的惊讶

1.What a pleasant/wonderful/lovely surprise！真是令人喜出望外呀！
2.What a surprise！真是意外之喜呀！

3.I'm still in a state of shock.我现在还深感震惊呢。

4.I'm really over the moon about this.我真是高兴极了。

Negative surprise负面的惊讶

1.Nothing surprises me anymore.没什么比这更让我惊讶的了。

2.I'm just as surprised as you are.我跟你一样感到吃惊。

3.I would never have expected this to happen.我从来就没想过会发生这种事。

4.I was even more surprised than you.我比你还吃惊哪。

5.It came as a complete shock/surprise to me.这完全出乎我的意料。

6.I would never have expected this to happen in a million years.我永远也不会想到会发生这种事情。

经典范文 Model

Subject : Simon

Dear Amanda ,

I was really surprised to hear that Simon had handed in his resignation yesterday. I really thought that he was happy here but apparently he was headhunted by one of our rivals to lead their Sales department.I suppose it means more and more responsibility there but we will certainly miss him.Anyway, I wish him all the best.

Yours ,

Edward

主题：西蒙

亲爱的阿曼达：

听说西蒙昨天提交了辞呈，我实在是大吃一惊。我原来真以为他在这里工作很愉快。不过，很明显他是被咱们的一个对手挖过去主管销售的。我想，这也意味着他在那里会承担越来越多的责任。当然，我们肯定会想念他的。无论如何，我祝他一切顺利。

爱德华谨上

高兴 Gladness

高兴即在听到好消息时表示出的喜悦之情。

常用句型 Useful Sentences

1.That's great/fantastic news.真是个好消息。

2.I'm really glad about that.对此，我真的很高兴。

3.I'm really glad to hear that.听说此事，我真的很高兴。

4.I'm really glad to hear about your.....听到你.....，我非常高兴。

5.I'm so glad that you finally passed your BEC exam.你最终通过了（剑桥）

商务英语考试，我非常高兴。

6.So glad to hear that.听到此事很高兴。

7.That's wonderful/fantastic/excellent！真是太好啦！

8.I'm so happy for you.我为你感到高兴。

9.I'm really happy for you.我真为你感到高兴。

10.I was so glad to hear your good news.听到你的好消息，我真高兴。

经典范文 Model

Subject : Congratulations !

Dear Mary ,

I'm really glad to hear about your recent promotion to deputy manager. I always thought that you were a hard worker and got on well with the rest of your colleagues so it came as no surprise when I heard the news.Keep up the good work !

Nick

主题：祝贺！

亲爱的玛丽：

听说你最近晋升为副经理，我真的为你感到高兴。我一直认为你工作很卖力，并且与同事关系融洽，因此，得知这个消息时我一点儿也不惊讶。继续努力吧！

尼克

感谢和钦佩 **Appreciation and Admiration**

感谢就是因别人为你做了某事而表达谢意；钦佩即对他人的做事和为人表示欣赏。

常用句型 **Useful Sentences**

Appreciation感谢

1.I really appreciate the kindness you showed to me when I visited your company yesterday.非常感谢你在昨天我拜访贵公司时对我的热情招待。

2.It was really kind of you to put in some extra hours last night in order to finish the report early.为了早些完成报告，昨晚你加了几小时的班，真是难为你了。

3.It was so thoughtful of you to.....关于.....一事，你想得真周到。

4.Thank you for your letter of appreciation for my work during the past year.

谢谢你就我去年的工作写给我的感谢信。

5.This is just a letter of appreciation to let you know.....我特意

写这封感谢信是想让你知道.....

Admiration钦佩

1.I really admire the way you stuck to your guns when asked about.....言及.....，我真的很敬佩你能坚持自己的主张。

2.I was impressed by your determination and hard work.你的决心和努力给我留下了深刻印象。

3.We all admired the way you handled the sales negotiations with.....我们都很钦佩你和.....进行销售谈判的方式。

4.You did a terrific/fantastic/superb job.你做得好极了。

5.Well done！太棒了！

6.We have all been impressed by all the hard work you have been doing lately and we thought that you should know how highly we think of you here at Shanghai Corporation.你最近的努力工作给我们留下了深刻的印象，我们想让你知道，在上海公司这里，我们对你的评价有多高。

经典范文 **Model**

Subject : Yesterday's visit

Dear Mr. Zhang ,

Thank you for your kind welcome yesterday when I visited your office. I really appreciate the kindness you showed me in taking time to discuss our future cooperation together. You made some really good suggestions which I will incorporate into a revised proposal.

Looking forward to working with you.

Yours truly ,

Jasmine Xu

主题：昨天的到访

亲爱的张先生：

我昨天到您办公室拜访，承蒙您热情接待，深表感谢。您在百忙之中抽出时间与我讨论我们之间未来的合作，我十分感激您的好意。您提出的几点意见非常好，我会将其纳入修订的企划书。

我期待着与您的合作。

贾斯敏·许谨上

鼓励 Encouragement

每个人或多或少都需要一些鼓励。当一个人意志消沉或情绪低落时，一封能给他激励的信可能正是他所需要的。在信中你应该：

- 1.承认不利因素的存在。
- 2.明确不利因素或问题是什么。
- 3.告诉他你认为这些困难可以克服。
- 4.提出克服困难的方法。

常用句型 Useful Sentences

- 1.You're doing a great/fine job.你干得很好。
- 2.I know you'll do even better next time.我认为你下次能干得更好。
- 3.I have total/complete confidence in you that you can make it

to the top.

我对你完全有信心，你一定能达到最高水平。

4.Keep up the good/excellent work！干得不错，继续努力吧！

5.There's no question that you will succeed.毫无疑问，你会成功的。

6.Where there's a will, there's a way.有志者，事竟成。

7.I think you should go for it.我想你应该争取一下。

8.You have a bright career ahead of you.你的前途一片光明。

9.Don't be discouraged by minor setbacks.不要因为小挫折而灰心。

10.Everyone encounters obstacles now and then.每个人时不时都会遇到挫折。

经典范文 Model

Subject : Keep up the good work

Dear Jim ,

I realize that some problems have cropped up in the department since you took over as supervisor. As you know, the employees were particularly loyal to John Wang, and we expected some resistance to his replacement. But take heart. I have seen your calm, steady influence in the department and have no doubt that the employees will learn to work well with you. Keep up the good work ! We're behind you all the way.

Best regards ,

Tony Zhang

主题：继续努力工作吧

亲爱的吉姆：

我注意到自从你任主管以来，你的部门里出现了一些问题。如你所知，员工们特别忠于约翰·王，我们已预料到他们对你这位接任者会有一些抵触情绪，但是，请鼓起勇气。我已经看到你在部门里稳固的影响力，同时，我也相信员工们会学会与你一起努力工作。你干得不错，继续努力吧！我们会在各方面支持你。

此致

敬礼！

托尼·张

关心与关注 Care and Concern

要表达对某人或某事的担心或焦虑，你应该。

- 1.表明你关心的是什么。
- 2.说出你关心的原因。
- 3.主动提出给予帮助。

常用句型 Useful Sentences

Formal正式的

- 1.I have been informed that.....我已经接到通知，.....
- 2.I am sorry to hear that.....我很遗憾地得知.....
- 3.It has come to my attention that you.....我已经注意到了，

你.....

4.If I can be of any assistance please let me know.如果能帮你什么忙的话，请告诉我。

5.It has come to my knowledge that.....我发现.....

Informal非正式的

1.I really think you should.....我认为你真应该.....

2.I am really worried.我真的很担心。

3.I'm sorry to hear that.....听到.....，我很遗憾。

4.Could I suggest that you.....我是否能提议你.....

5.Take care.保重。

经典范文 Model

Subject : Sickness

Dear Mr Tsung ,

I am a bit concerned about the number of sick days you have been taking recently because you know that this is the end of our financial year and so it is a busy time for everyone and we can't afford to lose an important member of staff like you. I suggest that you should look after yourself better.Maybe you should have a thorough medical check-up as well.

Take care !

David Lee

主题：生病

亲爱的郑先生：

你最近已经请了好几天病假了，我对此有点儿担心。你知道，本财政年度即将结束，这个时候大家都很忙，而且我们也不能失去像你这样重要的员工。我的建议是你要加倍照顾好自己。或许你应该去做个全面的体检。保重！

大卫·李

表达祝愿 Expressing Wishes

表达祝愿即表达对未来的一种期望，期望某种好的情况发生在自己或他人身上。

常用句型 Useful Sentences

1.I really hope that in the future I can.....我真的希望将来我能.....

2.I wish I could be the CEO one day.我希望将来有一天我能成为首席执行官。

3.I wish I could finish this report by 5 p.m.我希望能于下午5点前完成这份报告。

4.My greatest wish is to one day have my own company.我最大的愿望就是有一天拥有自己的公司。

5.I hope I can do a better job next time.我希望下次能干得更好。

6.I hope you will do a better job next time.我希望你下次能做得更好。

7.I hope you're feeling better soon.我希望你能快点儿好起来。

8.Wish you all the best in the future.祝你们大家万事如意。

9.I wish you would heed my advice and be a bit more careful in future.我希望你能听从我的劝告，将来再细心一些。

10.I am wishing you a speedy recovery from your recent illness.我祝你早日恢复健康。

经典范文 Model

Subject : Late report

Dear Alan ,

I was sorry to hear that you did not finish the report on time. This has caused us a bit of inconvenience as we have had to delay the departmental meeting by a week. You really need to plan your workload more efficiently so that everything can be done on time. I wish you would heed my advice and be a bit more careful in the future.

Sincerely ,

Tom Leung

主题：未按时完成的报告

亲爱的阿伦：

得知你不能准时完成报告，我很遗憾。这给我们造成了一些不便，因为我们不得不把部门会议推迟一星期。你真的需要好好计划一下你的工作了，以便更有效率，从而使所有任务都能按时完成。我希望你能听从我的劝告，将来多加注意。

汤姆·梁谨启

表达意向 Stating Intentions

所谓表达意向就是表达你对未来的打算。

常用句型 Useful Sentences

1.I'm planning on taking my holidays in August this year.我打算在今年8月休假。

2.I'm thinking about hiring an extra assistant.我正考虑再多雇一位助理。

3.I've decided that we should upgrade all our computers.我已经决定把所有电脑都升级了。

4.I intend to look for a new job after Spring Festival.我打算春节过后开始找工作。

5.I've made up my mind to transfer to another department.我已经想好了，我要转到另一个部门。

6.I'm going to leave work early tonight because I have to pick up my daughter from school.今晚我要早些下班，因为我得到学校接女儿。

7.The boss is intent on introducing this new bonus scheme.老板决心要引入这套新的奖金方案。

8.I plan on finishing by 6 p.m.at the latest.我计划最晚下午6点钟之前完工。

9.I'm going to have to do something about the air conditioning.这个空调系统的问题我一定得处理一下了。

10.I'm determined to bring up the issue of a canteen at our next meeting.我决定在下次会议中提出有关餐厅的问题。

经典范文 Model

Subject : Sales commission

Dear all ,

I just wanted to let you know that I have decided to implement a new policy towards sales commissions. Many of you have suggested that a way of boosting sales would be by raising commissions and I fully agree with this. From the beginning of next month all commissions will be increased by 1%. I hope this will spur you on to greater heights !

Regards ,

Daisy Ling

主题：销售佣金

至全体员工：

我要在此通知你们，我已经决定执行有关销售佣金的新政策。你们中许多人建议过增加佣金是一个促进销售业绩的方法，我完全赞同这个意见。从下月开始，所有佣金将会增加1%。我希望这将激励你们取得更高的销售业绩！

此致

敬礼！

黛西·凌

指出重要性 Expressing Importance

指出重要性即说明某事是重要的或必不可少的，以及某事急需着手去做。

常用句型 Useful Sentences

1.This is an extremely crucial/important matter.这件事非常关键/重要。

2.Your opinion is important to me.你的意见对我非常重要。

3.Your opinion is of great importance to me.你的意见对我至关重要。

4.First impressions are very/extremely important.第一印象非常重要。

5.It's vital that you attend tomorrow's meeting.你无论如何都要参加明天的会议。

6.It is absolutely essential for the future of the company that we get this new order.得到这个新订单对公司的未来发展至关重要。

7.It's of great importance that we make a good impression when meeting new clients.会见新客户时，给他们留下好印象是至关重要的。

8.This new assignment is more important than anything else you are working on now.这项新任务比你目前正在做的任何工作都重要。

9.He is a very important client and we need to look after him.他是个非常重要的客户，因此我们要照顾好他。

10.This new job is extremely urgent so I want you to drop everything else and just concentrate on it.这项新任务非常紧急，因此，我要你放下手头的所有事情，集中精力做这件事。

经典范文 Model

Subject : Beijing development

Dear Chris ,

Could you please drop everything you are working on now as I have something important for you to do?I need you to start work on the Beijing development asap. This new assignment is more important than anything else you are working on now.Could you please come to my office as soon as you have cleared everything up?

Thanks ,

Rob Song

主题：北京开发计划

亲爱的克里斯：

我现在有一件重要的事情要你去做，所以请你停下手头的一切工作。我需要你尽快着手北京开发计划。这个新任务比你目前正在做的任何工作都重要。在你处理好手头的事情后，请马上到我的办公室来一下。

谢谢！

罗布·宋

表示能力 Expressing Ability

表示能力就是说明你能够做某事，或你在某领域有某些技能或能力。

常用句型 Useful Sentences

1.We can definitely finish the project by tomorrow.我们明天肯

定能够完成该项目。

2.I can definitely fix your computer by 3 p.m.我肯定能在下午3点前修好你的电脑。

3.I can do that.我能办到。

4.I have the ability to stay focused for long periods of time.我有这种长时间集中精力的能力。

5.I am fluent in English and French.我的英语和法语都很流利。

6.I know I can get the job done in time.我知道我能及时完成这项工作。

7.I know that John is a very capable kind of person and he should have no problem with the job you have given him.我知道约翰是个非常有能力的人，他绝对能胜任你交给他的这项工作。

8.She's very good at what she does.她对所做的工作很在行。

9.He is a qualified accountant.他是个合格的会计。

10.He is skilled in translating scientific documents.他在翻译科技文献方面很有造诣。

经典范文 **Model**

Subject : New client project

Dear Mr. Zhao ,

Although we have a lot of work on at the moment we can definitely finish the project by tomorrow afternoon at the latest. I have arranged for two assistants to help me so it should not be a problem.I will bring it to your office as soon as it is finished.

Best regards ,

Alice Liu

主题：新客户计划

亲爱的赵先生：

虽然我们目前有许多工作要做，但我们完全能够于明天下午之前完成这个计划。我已经安排了两个助手来帮我，所以应该不会有任何问题。在我们完成这个计划之后，我会马上把它送到你的办公室。

此致

敬礼！

爱丽丝·刘

请求许可 Asking for Permission

请求许可时，需要用一种礼貌的语气。

常用句型 Useful Sentences

1. Could I borrow your pen for a minute? 我能借你的笔用一下吗？

2. Would it be alright if I left work early tonight? 我今晚早一点下班行吗？

3. Would you mind if I used your phone? 你介意我用一下你的电话吗？

4. Is it possible for me to take Friday afternoon off as I need to go to the dentist? 我可否在星期五下午请假去看牙医？

5. Can I have your permission to order some new stationery as

we seem to be running low on supplies?您可否批准我购置一些新的办公用品?我们好像没有多少存货了。

6.I would really/greatly appreciate it if I could invite my husband to our annual dinner tomorrow.如果我可以邀请我丈夫来参加我们明天的年度晚宴,我会感激不尽的。

7.I was wondering if I could have my annual holiday in July this year.我是否可以在今年7月休年假?

8.Do you have any objection to my inviting Thomas to our meeting tomorrow?

我想邀请托马斯来参加我们明天的会议,对此你有什么不同意见吗?

9.I would like to request permission to attend the training programme for advanced computer engineers which will be held in two weeks time.我想请求您批准我参加计算机高级工程师培训课程,该课程将于两周后开课。

10.Do I have your permission to speak to him about this issue?您是否允许我和他谈谈这件事?

经典范文 Model

Subject : Friday afternoon

Dear Mr. Tang ,

Is it possible for me to take Friday afternoon off as I need to go to the dentist?I was having lunch today when I bit into something and part of my filling came out so I need to get it attended to as soon as possible. I will make up for it by working late next week.

Thanking you in advance.

Jenny Long

主题：星期五下午

亲爱的唐先生：

我是否可以在星期五下午请假去看牙医？中午吃饭咬东西的时候我的部分补牙填料脱落了，因此，我需要尽快找牙医处理一下。我会在下周加班把耽误的工作时间补回来。

先行谢过了。

珍妮·龙

应不应该 **Should I or Shouldn't I**

这种情况出现在你不能确定是否该采取某种行动的时候，因为无法确定，所以要向别人征求意见。

常用句型 **Useful Sentences**

Should I?应该吗？

1. Do you think I should put in for Henry's old job? 你认为我应该申请亨利原来的职位吗？

2. I think I should ask my boss for a raise. 我想我应该向老板要求加薪。

3. I think we should confer with our supervisor about this. 我想我们应该与主管商量一下这件事。

4. Should I send you the report when I finish writing it? 写完这个报告后，我是不是应该发给你？

5. I'm not sure whether we should switch to a different

stationery supplier or not. 我不确定我们是否应该换一家办公用品供应商。

Shouldn't I? 不应该吗？

1. I shouldn't have drunk so much beer at lunchtime as I feel a bit sleepy now.

我不该在吃午饭时喝那么多啤酒，现在我有点儿犯困了。

2. I really shouldn't have told you about the latest office romance so please keep it quiet. 我实在不该告诉你关于办公室恋情的最新消息，因此请你保持沉默。

3. I don't think you should take the first job offer you get. 我认为你不应该接受你得到的第一份工作聘用合同。

4. You shouldn't have made that comment about the boss's tie. 你不该对老板的领带说三道四。

5. It shouldn't really matter if the budget is a couple of hours late. 如果预算晚两小时做出来，也不应该有问题。

经典范文 Model

Subject : Harry's old job

Dear Peter ,

Do you think I should put in for Harry's old job? I know I really like the job I am doing now but I would welcome the extra responsibility and the extra pay of course ! I'm worried about if I put in for it and fail. Maybe the boss will think I am unhappy in my present position. What's your advice? Should I or shouldn't I try for it?

Regards ,

Luke Cui

主题：哈利原来的职位

亲爱的彼得：

你认为我应该申请哈利原来的职位吗？我十分喜爱我目前的工作，但我也愿意承担更多的责任，当然同时还有更高的薪水！要是我申请了却没有成功怎么办？我有些担心。也许老板会认为我不满意目前的职位。你有什么意见吗？我应不应该尝试一下呢？

此致

敬礼！

卢克·崔

赞同与不赞同 Agreeing and Disagreeing

表示赞同当然要比表示不赞同更容易一些。但是，如果你必需要表示不同意见的话，那就尽量有礼貌些。

常用句型 Useful Sentences

Agreeing赞同

1.I totally/completely agree with you.我完全赞同你（的观点、做法等）。

2.I agree with you 100 percent.我百分之百地赞同你（的观点、做法等）。

3.I couldn't agree more.我完全赞同你（的观点、做法等）。

4.I'm in full agreement with you on that point.就这一点而言，

我完全赞同你。

5.What you said is absolutely right.你说得太对了。

Disagreeing不赞同

1.I disagree with you.我不赞同你（的观点、做法等）。

2.I totally/completely disagree with you.我完全不能赞同你（的观点、做法等）。

3.I don't/can't agree with your comments.我不同意你所说的。

4.I'm afraid I don't quite agree.我恐怕不太赞同你（的观点、做法等）。

5.I'm going to have to disagree with you.我将不得不表示反对。

经典范文 **Model**

Subject : New photocopier

Dear Ken ,

I know you favour the IBM 32k model but I really disagree with you on this. I think if you have another look at the Canon 37G model you will see that it handles large copy output much better and faster than the IBM as well as being more economical in the long run.So please have another look into this and see if you agree with me.

Best regards ,

Tom Wang

主题：新的复印机

亲爱的肯：

我知道你喜欢IBM 32K型的复印机，但是在这点上我确实不敢苟同。如果你再看一看佳能37G型复印机，你会发现它处理大批量复印的能力要比IBM 32K好很多，而且快很多。同时，从长远角度考虑，佳能的机器更经济实惠。因此，请你再仔细考察一下，看看你是否同意我的观点。

此致

敬礼！

汤姆·王

喜欢与不喜欢 Likes and Dislikes

表达喜欢与不喜欢实际上是英语语言里一个挺大的领域，因为可以用多种多样的语言来表达这些有关好恶的情感。“我喜欢”和“我不喜欢”这样的表述方式无法灵活巧妙地表达这些情感。最重要的一点即避免使用简单的词汇（如like, dislike, enjoy, love, hate等），用本节中给出的表达方式替代这些词汇。

常用句型 Useful Sentences

Like喜欢

1.I'm fairly/pretty keen on.....我非常喜欢.....

2.I'm actually quite keen on.....实际上我挺喜欢.....

3.I'm really into.....我非常喜欢.....

4.I'm quite a big fan of.....我是.....的忠实粉丝/我非常喜欢.....

5.I simply adore.....我就是喜爱.....

6.I'm quite enthusiastic about.....我非常热衷于.....

7.I generally prefer..... (use only when comparing) 一般来说, 我喜欢..... (只用于比较的时候)

8.I'm pretty passionate about.....我很热衷于.....

9.I'm quite partial to.....我十分偏爱.....

Dislike不喜欢

1.I'm not so keen on.....我不太喜欢.....

2.I'm not really that fond of.....我并不是真的那么喜欢.....

3.I'm not much of a fan of.....我不能算是.....的粉丝/我不太喜欢.....

4.I totally detest.....我非常讨厌.....

5.I absolutely loathe.....我绝对憎恨.....

6.I really can't stand.....我真的无法忍受/实在受不了.....

经典范文 Model

Subject : An important decision

Dear Alison ,

I'm quite enthusiastic about this company as far as the training goes but I'm not so keen on the pay and the amount of overtime I have to do. I really like my boss because he is quite easygoing but I don't like the way he sometimes asks me to stay late in order to finish an important job so I'm considering applying at another company.Are there any jobs available in your firm that might be suitable for me?

Regards ,

Amanda

主题：一个重要决定

亲爱的艾莉森：

就在职培训这一点而言，我非常喜欢目前的这家公司，但是，我不太满意薪酬情况以及必要的加班时长。我非常喜欢我的老板，因为他很容易相处，但是他有时会要我留下来加班完成某项重要工作，我不喜欢他对待我的这种方式，因此，我正考虑去另一家公司求职。你的公司有什么适合我的职位空缺吗？

此致

敬礼！

阿曼达

表达偏好 Expressing Preferences

我们每天都会就不同的人或事表达我们的偏好，因为每个人都是一个个体，没有哪两个人是一模一样的。

常用句型 Useful Sentences

1.I find driving by car to work much more convenient than taking the bus.我发现开车上班比乘坐公交车更方便。

2.I much prefer eating out than using the staff canteen.我更愿意到餐馆而不是员工食堂去吃饭。

3.When I visit clients I prefer to take a taxi than the subway.我喜欢坐出租车而不是地铁去拜访客户。

4.I like to walk to work as opposed to taking the bus, except during badweather.我喜欢走着而不是坐公交车去上班，除非天气不好。

5.Tea is my preferred choice of drink.我偏爱喝茶。

6.Do you have any preference for the kind of restaurant we'll choose to entertain our clients tomorrow?我们明天要找家餐馆来招待客户，你比较倾向于什么样的餐馆？

7.Which do you prefer, the iPhone or the OPhone?iPhone和OPhone你更倾向于哪一种？

8.I think that hot calls are easier than cold calls.我认为给受托客户打电话要比给陌生客户打电话容易。

9.As far as I am concerned it's better to live near your place of work than in the suburbs.我认为住在离工作地点近的地方要比住在郊区好多了。

10.Do you prefer your new boss or the old one?你更喜欢你的新领导还是老领导？

经典范文 Model

Subject : Restaurant for our clients tomorrow Dear Jim ,

Do you have any preference for the kind of restaurant we'll choose to entertain our clients tomorrow?If it was left to me I'd try the new Korean place that's just opened up round the corner but I know you prefer Japanese food to Korean anyway. I am not sure what our clients would prefer so could you call them and ask them?

Thanks ,

Bob

主题：明天招待客户的餐馆

亲爱的吉姆：

我们明天要找家餐馆来招待客户，你对什么样的餐馆比较感兴趣？如果由我决定的话，我希望去街角儿那家新开的韩国餐馆，但我知道你更喜欢吃日本菜而不是韩国菜。我不能确定我们的客户喜欢哪种口味，你能给他们打个电话问一下吗？

谢谢！

鲍勃

表示有兴趣 Expressing Interest

表示对某物感兴趣要比表示想要某物更礼貌。

常用句型 Useful Sentences

Asking if someone is interested 询问别人是否有兴趣

1.Are you interested in joining the sales conference next week in Beijing? 你有兴趣参加下周在北京举行的销售会议吗？

2.Would you be interested in moving to the HR department? 你愿意调到人事部去吗？

3.Does working in marketing interest you at all? 你对市场营销工作感兴趣吗？

4.I was wondering if you might be interested in taking on some new clients.

我正琢磨着你是否有兴趣负责一些新客户？

5.Does moving to our Beijing office appeal to you? 你对于调到

公司北京办事处一事感兴趣吗？

Expressing an interest 表示自己的兴趣

1.If a vacancy in accounting came up I might be interested.如果财务部门有职位空缺的话，我也许会感兴趣。

2.I'm definitely interested in working on the new project.我绝对愿意参加这个新项目。

3.I'm particularly/especially interested in Total Quality Management.我对全面质量管理特别感兴趣。

4.I'm interested in attending the seminar this weekend.我有兴趣参加本周末举办的研讨会。

5.I've been interested in computers since I was little.我从小就对计算机感兴趣。

经典范文 Model

Subject : Beijing sales conference

Dear Simon ,

Are you interested in joining the sales conference next week in Beijing?I know you expressed an interest when it was first mentioned last month but I don't know whether that is still the case this month. Please let me know if you still want to go.

Kind regards ,

Peter Chan

主题：北京的销售会议

亲爱的西蒙：

你有兴趣参加下周在北京举行的销售会议吗？上个月第一次提到这个会议时，你曾经表示过感兴趣，但我不知道你现在是否依然如此。如果你还想去参加，请告知我。

此致

敬礼！

彼得·陈

表示好奇 Expressing Curiosity

我们大家都会时常表现出对周围发生的事情的好奇。

常用句型 Useful Sentences

1.I wonder whether he will get the promotion he's wanting.我想知道他是否会得到他朝思暮想的晋升。

2.I'm curious to know how the meeting went today.我想知道今天的会议开得怎么样。

3.I'd love to know whether we won the bid for the computer upgrade.我很想知道我们的那个电脑升级方案是否中标了。

4.I can't wait to find out who the new secretary is.我想立刻知道谁是新来的秘书。

5.How in the world was he able to get that new sales deal?他到底是如何搞定这个新销售协议的？

6.How on earth did he find time to get his BEC certificate while working full-

time?他究竟是如何一边做全职工作，一边考取商务英语证书的？

7.I wonder if we will get a big bonus this year.我想知道今年我们是否会得到一大笔奖金。

8.I wonder why we are not advertising our new model UPhone we have just developed.我想知道为什么我们没有为刚开发出来的新型号UPhone做广告。

9.I wonder why she didn't say anything about the new office development.

我想知道为什么她对新办公室的进展只字未提。

10.Have you heard when we are going to move to our new offices?我们什么时候会搬进新的办公室？你（们）听到过什么有关此事的消息没有？

经典范文 Model

Subject : Moving

Dear John ,

Have you heard when we are going to move to our new offices?No one has told me anything yet and I'm dying to hear when we are going to relocate. I'm certain the new offices will be better than here so if you hear anything let me know asap.

Regards ,

Tim

主题：搬家

亲爱的约翰：

我们什么时候搬进新的办公室啊？你听到过什么有关此事的消息

没有？还没有人告诉过我任何消息，我非常急切地想知道我们搬家的时间。我敢肯定新的办公室会比这里好很多。如果你听到任何消息，请尽快告诉我。

此致

敬礼！

蒂姆

责怪与抱怨 Blaming and Complaining

人们通常会因为做了或没做某事而受责怪。这也是我们生活的一部分，我们必需忍受并从中汲取教训。

常用句型 Useful Sentences

Blaming指责

1.It's your fault that this has happened.发生这种事是你的错。

2.It was your mistake.这是你的错。

3.You're the one to blame for all this.这一切都怪你。

4.I'm blaming you for this.我因为这件事而责怪你。

5.No one else is to blame for this but you.这件事的过错全在于你，与别人无关。

Complaining抱怨

1.How many times do I have to tell you?我得告诉你多少次啊？

2.I'm getting tired of always having to remind you.老得提醒你，真是烦死我了。

3.This is the third time you've made the same mistake.你这是第三次犯同样的错误了。

4.You really need to improve your negative attitude.你的确应该端正一下你的消极态度。

5.I've asked you several times to finish the report.我曾三番五次地要求过你完成这个报告。

经典范文 **Model**

Subject : Cancellation of Omega order

Dear Sibyl ,

I have just heard that Omega Fish Oil have cancelled their order with us. Apparently you quoted a lower price than you should have and when you informed them of the new price they were not happy and decided to go elsewhere.It's your fault that this has happened.Please take more care in the future when quoting prices to clients.

Yours truly ,

Vince Wang

主题：欧米茄公司的订单取消

亲爱的希贝儿：

我刚刚听说欧米茄鱼油公司已经取消了他们的订货。很明显，是你当初错误地报低了价格，而当你通知他们修改后的价格时，他们就不愿意了，于是决定向别家公司订货。发生这种事是你的错。请你今后在给客户报价时更加细心一些。

文斯·王谨启

肯定与不肯定 Certainty and Uncertainty

有这样一句名言：除了死亡和纳税之外，生活中没有什么是肯定的，在商业领域中也是如此。

常用句型 Useful Sentences

Certainty肯定

1.I'm positive I saw him at the conference last month.我敢肯定，我在上个月开会的时候见到过他。

2.I'm fully confident that she will do a good job.我完全相信她能胜任。

3.I'm certain that new orders will come in soon.我敢肯定那些新订单很快会到。

4.I have no doubt that the money will be transferred today.毫无疑问，那笔钱今天会转账。

5.There's absolutely no doubt in my mind.我绝对没有任何怀疑。

Uncertainty不肯定

1.I'm not completely sure about that.就此事我不十分肯定。

2.I don't know whether a change in schedule is possible.我不知道改变计划是否可行。

3.I wish I could be certain about this but I can't at the moment.我真希望我能确定此事，但目前我无法确定。

4.I'm not sure whether I made the right decision.我不确定我的决定是否正确。

5.It's still unclear whether they can work together as a team.他们是否能像一个团队一样工作现在还不清楚。

经典范文 **Model**

Subject : New assistant

Dear Mark ,

I have heard good reports about Mary Qu and I'm fully confident that she will do a good job as your new assistant. I am told that she is hard-working and conscientious and thorough in everything that she does so I'm sure that she will make a welcome addition to your team.

Regards ,

Angela Song

主题：新的助理

亲爱的马克：

我听到过一些关于玛丽·曲的消息，所以我完全相信她能胜任你的新助理一职。我听说她工作积极努力，有责任心，做事一丝不苟，所以，我敢肯定她是你的团队成员的绝佳人选。

此致

敬礼！

安吉拉·宋

可能和不可能 **Possibility and Impossibility**

你认为不可能的事情也许没什么大不了的，只是你没有照章办

事。有时候不按计划行事会使可能的事情也成为不可能。

常用句型 Useful Sentences

Possibility可能

1.It's possible he may be promoted to CEO within the next year.
他明年也许会晋升为首席执行官。

2.He might start looking for a new job soon.他可能不久就会开始找新的工作。

3.Moving to the finance department is a possibility I've explored.转到财务部是我研究过的一种可能。

4.A salary increase is possible if you work hard enough.如果你非常努力地工作，加薪是有可能的。

5.If we do some overtime it's possible we will finish the report on time.如果我们多加些班，我们就有可能按时完成这个报告。

Impossibility不可能

1.There's no way we can possibly finish before the deadline.我们无论如何也不能在最后期限之前完成。

2.Unfortunately I can't be in two places at the same time.不幸的是，我无法同时出现在两个地点。

3.It's impossible to make a good decision without knowing all the facts.不全面地了解问题是不可能做出正确决定的。

4.I'm sorry, but taking the entire week off is out of the question.对不起，请一周假是绝对不可能的。

5.I'm afraid it's not possible for me to go with you to the

conference.我恐怕不可能和你一起去参加这个会议了。

经典范文 Model

Subject : Salary increase

Dear Bill ,

Thank you for writing to me about a salary increase. A salary increase is possible if you work hard enough. I have had a word with your supervisor and she is happy with your work so far but feels that you have not been with the company long enough for an immediate raise. Can I suggest we review this at the year end?

Keep up the good work and rewards will certainly come.

Kindest regards ,

Robert Chan

主题：加薪

亲爱的比尔：

谢谢你给我写信谈论加薪的事情。如果你足够认真努力地工作，加薪是有可能的。我已经与你的主管谈过了，她对你的工作还算满意，只是她觉得你来公司的时间尚短，不能马上给你加薪。我提议今年年底我们再探讨这个问题，好吗？

此致

敬礼！

罗伯特·陈

猜测 Guesses

当不确定某事时，我们常常会猜测，当然，有时候我们猜得对，有时则不然。

常用句型 Useful Sentences

1. My guess is that this is a technical problem. 我们推测这是一个技术故障。

2. Can you speculate as to what the problem might be? 你能推测一下问题出在哪里吗？

3. I've not heard anything about the interview so I guess the position has been filled. 我还没有听到任何有关面试的消息，因此，我猜这个空缺已经找到人了。

4. I'm not sure what the problem is but I guess it might be a computer virus.

我不敢肯定问题出在哪里，但我猜可能是电脑病毒在作怪。

5. All we can do is guess. 我们能做的只有猜测了。

6. I think she's late because of the traffic, I guess. 我估计她是因为交通拥堵才迟到的。

7. I would estimate that our client should be here in about 30 minutes. 我估计我们的客户应该在30分钟后到。

8. I would hate to guess what will happen. 我不想猜测到底发生了什么事情。

9. I guess something like this can happen to anybody. 我估计这样的情况在任何人身上都可能发生。

10. I think we will hit our sales targets this month but I can't be sure. 我认为我们会达到本月的销售目标，但我不敢肯定。

经典范文 Model

Subject : Computer malfunction

Dear Chloe ,

I'm not sure what the problem is but I guess it might be a computer virus. I will come round later and install new anti-virus software which will soon tell me exactly what the problem is. We will soon have your computer up and running soon so don't worry.

See you soon !

Ricky

主题：电脑故障

亲爱的克洛伊：

我不敢肯定问题出在哪里，但我猜测可能是电脑病毒在作怪。我待会儿会过来安装一个新的杀毒软件，它很快就能找到问题所在。我们很快就会修复你的电脑，所以请不要着急。

待会儿见！

瑞奇

时间和空间 Time and Space

时间 Time

不论是以秒、分、小时、天、周、月或年来计算，时光总是在飞逝。

常用句型 Useful Sentences

1.I have lunch every day from 12 to 1 o'clock.我每天中午12点到下午1点吃午饭。

2.The sales promotion will start next Monday morning at 8 a.m.and last all week.降价促销活动将于下星期一早上8点钟开始，并持续一周。

3.This company was founded exactly 30 years ago today.这家公司是30年前的今天创立的。

4.My job interview is this Friday afternoon at 2:30.我的工作面试定于本周五下午两点半。

5.Ok, I will see you in a fortnight at the conference.好的，咱们两星期后开会时再见。

6.Next Tuesday I will be transferred to the Sales desk for 6 months.下周二起我将要调到销售柜台去工作6个月。

7.Yesterday was the deadline for the half-yearly accounts.昨天是半年度账的最后期限。

8.We shall purchase the new offices next February and hopefully we can move in by the end of June.明年2月，我们将要购置新的办公室，那么，如果顺利的话，明年6月底之前我们就能搬进去了。

9.I will start my new job in a week on Monday.我将于一周后（下周一）开始我的新工作。

10.This coming Friday I have appointments all afternoon until 6 p.m.本周五下午6点之前我的预约都排满了。

经典范文 Model

Subject : Sales promotion

Dear Sales staff ,

The sales promotion will start next Monday morning at 8 a.m. and last all week. Could you make sure that you are at your desks early ready to begin calling old and new customers? I know that some of you will be visiting clients, supermarkets and stores everyday to promote our products. Please ensure that all additional brochures have been received by the end of this week and that all sales are passed on to H.Q. at the end of each day.

Thank you all for the hard work which you have put in so far which I know will lead to our best sales promotion ever.

Keep up the good work !

Yours ,

Richard Ming

Sales Director

主题：促销

致全体销售人员：

促销活动将于下星期一早上8点钟开始，并持续一周。请你们确保早些到岗以便为联系新老客户做好准备。我知道，你们中的一些人每天都要去向客户、超市以及商场推销我们的产品。请你们确保所有附加的产品宣传册都能在本周末之前交给客户，并且确保所有的销售记录在每天下班前汇总到公司总部。

继续努力工作吧！

理查德·明谨上

销售总监

频度 Frequency

频度就是指某事要多久做一次或者某人多久做一次某事。

常用句型 Useful Sentences

1.How often do you go away on business trips?你多久出一趟公差？

2.I usually check my emails several times an hour.我通常每小时都会查几次电子邮箱。

3.Mr.Tung is one of our regular customers.董先生是我们的常客之一。

4.I go jogging twice a day ; once before work and once after.我每天跑两次步，上班前一次，下班后一次。

5.Once a week I need to go to headquarters to fill in some reports.我每周都需要到公司总部去一趟，填写几分报表。

6.I frequently leave my office to check on the production line.我经常要离开办公室去视察生产流水线。

7.I usually have lunch with my colleagues two or three times a week.我通常每星期和同事一起吃两三次中午饭。

8.We seem to have had quite a lot of complaints this month.这个月我们好像收到了很多投诉。

9.We've had frequent complaints in the past few days from customersunable to access our website.我们在过去的几天里收到消费者的多次投诉，抱怨无法登录我们的网站。

10.Several times a day I get calls from clients.我一天能接到好几个客户的电话。

经典范文 Model

Subject : Dealing with clients

Dear Tim ,

As a new sales staff member I thought I would fill you in on dealing with clients. Several times a day I get calls from clients. I make sure that I record their names, time of call and their requests. You will find that Mr. Tung is one of our regular customers and so I often meet him two or three times a week to discuss his requirements. I usually check my emails several times an hour to see if there are any messages. I find that if you look after your clients then they will look after you !

Anyway, good luck in your new job !

Kindest regards ,

Andrea Ting

主题：接待客户

亲爱的蒂姆：

你是新来的销售人员，我想我得告诉你一下我接待客户的经验。我一天能接到好几个客户打来的电话。我得保证记下他们的姓名、通话的时间以及提出的要求。你会发现董先生是我们的一位老客户，因此我通常每周与他会面两三次，商谈他的需要。我平常每小时都会查几次电子邮箱，看看是否有新邮件。我发现，如果你照顾好你的客户，他们就会惠顾你的！

总之，祝你在新工作中一切顺利！

此致

敬礼！

安德里亚·丁

次序和顺序 Sequence and Order

次序即事情发生的先后，而顺序是指把事物一个接一个地排列起来的方式，比如按空间、时间、系列或次序。

常用句型 Useful Sentences

Sequence次序

1.I'll call you this morning before lunch.我会在今天吃午饭前给你打电话。

2.After lunch I need to go to the bank.吃完午饭我需要去趟银行。

3.Before I go to the meeting can you get me Mr.Lu's file?你能在我去开会之前把刘先生的资料给我吗？

4.We will meet our clients at 3 p.m.and then show them round the factory.

我们下午3点钟要会见客户，然后带他们去参观工厂。

5.After we meet the delegates at the airport we will take them straight to the hotel.我们在机场接到代表团成员后，会直接把他们送到宾馆。

Order顺序

1.The client files should be sorted in alphabetical order.客户的资料应该按英文字母的顺序建立索引。

2.Our company accounts are filed in chronological order.我们公司的账目是按时间顺序归档的。

3.The sales invoices are filed in numerical order.销售发票是按发票号码顺序排列的。

4.First, you should check the invoices to see if they are correct and secondyou need to enter them on the computer.首先，你要检查这些发票，看看是否正确，然后，你需要把它们录入电脑。

5.Can you put these files in order?你能把这些文件整理一下吗？

经典范文 Model

Subject : Keeping records

Dear Susan ,

As a newcomer to our office I thought I would let you know about our filing system. The client files should be sorted in alphabetical order and ourcompany accounts are filed in chronological order.The sales invoices are filed in numerical order and first, you should check the invoices to see if they are correct and second, you need to enter them on the computer.Paying attention to the smallest details in an orderly way will help to keep the office running smoothly and efficiently.

Welcome aboard !

Miranda Qing

主题：保存记录

亲爱的苏珊：

你是我们办公室的新成员，我想我应该让你了解一下我们的文件

管理系统。客户的资料应该按英文字母的顺序排列，我们公司的账目是按时间顺序归档的。销售发票是按发票号码顺序排列的，首先，你要检查这些发票，看看是否正确，然后，你需要把它们录入电脑。注重有序地处理最细微的环节将有助于确保办公室顺畅而高效地运转。

欢迎加入我们的团队！

米兰达·卿

速度/速率 Speed/Velocity

速度与运动中的快慢相关，而速率则与速度的比率相关。

常用句型 Useful Sentences

1. My Internet broadband connection has a speed of 100 Mbps.
我的互联网宽带的数据传输速度是每秒100兆字节。

2. This new photocopier prints out copies at the rate of 180 per minute.
这台新复印机的复印速度为每分钟180张。

3. The bus to work is so slow that it takes me one hour to get here.
我上班时乘坐的公交车开得太慢了，得用一小时才到这里。

4. I had to drive at over 125 km/h to meet my client at the appointed time.
为了在约好的时间与我的客户见面，我不得不把车开到时速125公里以上。

5. Our new secretary seems to be a slow typist.
我们新来的秘书的打字速度似乎不快。

6. Jack is a fast learner and I am sure he will make rapid progress in accounts.

杰克学得很快，我敢肯定他将在财务部取得长足的进步。

7.I'll try to get you up to speed on the negotiations as soon as possible.我会设法尽快告诉你有关谈判的情况。

8.We'll have to move at lightning speed if we want to get this contract before our competitors.如果我们想赶在我们的对手之前签这份合同，就得以闪电般的速度行动。

9.I really want to fast-track my career as it seems to be a bit slow-paced at the moment.我确实想要加快发展我的职业生涯，它最近似乎有点儿放慢节奏了。

10.She's a fast-lane Wall Streeter, who's zoomed up the corporate ladder.

她在事业上突飞猛进，已经成为一个春风得意的华尔街宠儿。

经典范文 Model

Subject : Timewell negotiations

Dear Robert ,

As you know, we have the Timewell negotiations coming up next week. I'll try to get you up to speed on the negotiations as soon as possible. Then we'll have to move at lightning speed if we want to get this contract before our competitors. We need to wrap this up quickly so no slowing down or standing still until it's in the bag. Then we can go out and celebrate and live life in the fast lane, eh?

Good luck !

Nigel Yu

主题：泰姆威尔的谈判

亲爱的罗伯特：

你知道的，我们下周要开始与泰姆威尔公司谈判了。我会设法尽快告诉你有关谈判的情况。如果我们想赶在我们的对手之前签这份合同，我们就得以闪电般的速度行动。我们需要快点儿结束这一切，因此在合同成为囊中之物之前，我们不能有任何的懈怠与停滞。签约之后，我们就可以出去庆祝一番，享受一下兴奋刺激的生活，不是吗？

祝你好运！

奈杰尔·余

同时性 Simultaneity

同时性就是指在同一时间做两或三件事情。

常用句型 Useful Sentences

1.I've been multitasking a lot recently.我最近一直在同时处理许多工作。

2.You need to consider both qualitative and quantitative factors when purchasing goods.在采购货物时，你需要同时考虑质量的和数量的因素。

3.We need to finish both reports by the end of the day.我们需要在下班前完成这两份报告。

4.The emergency managers' meeting coincided with my dental appointment so I had to cancel the dentist.应急管理人员会议和我与牙医的预约冲突了，因此我不得不取消与牙医的预约。

5.During the conference we need simultaneous translation so that everyone can understand the speeches at the same time.在开会

期间，我们需要同声传译，以便每个人都能同时听懂这些发言。

6.While I'm finishing this report can you call Mr.Chan for me?
我正忙于准备这份报告，你能替我给陈先生打个电话吗？

7.Whenever I'm in my office I seem to be writing reports, checking myemail, making and receiving phone calls, receiving visitors and updating my files. All at the same time ! 每当身在办公室时，我好像总是在撰写报告、查收电邮、接打电话、接待访客以及更新文件。全都在同一时间进行着！

8.During my coffee break I like to put my feet up on the desk and think aboutmy holidays.在工作休息时，我喜欢把脚跷到桌子上，考虑一下休假的问题。

9.In this job you'll soon learn to do several things at the same time.在这个岗位上，你很快就会学会同时做几件事。

10.Sometimes you have to kill two birds with one stone.有时候你不得不一心二用。

经典范文 Model

Subject : Learning the daily routine

Dear Carol ,

In this job you'll soon learn to do several things at the same time which people call multitasking. It's a bit like being a juggler keeping all your balls in the air at the same time but you'll soon get used to it.I know I found it difficult when I first got here but it soon became second nature to me.Now whenever I'm in my office I seem to be writing reports, checking my email, making and receiving phone calls, receiving visitors and updating my files.All at the same time !

So don't worry because you'll soon get the hang of it.

Anyway, good luck !

Best regards ,

Tom Shu

主题：了解日常工作

亲爱的卡罗尔：

在这个岗位上，你很快就会学会同时做几件事，有人称之为多任务处理法。这有点儿像玩儿杂耍的人要同时保持所有的球在空中，但你很快就会习惯的。我记得我刚到这里时觉得做到这样非常困难，但很快我就习以为常了。现在，每当身处办公室的时候，我好像总是在撰写报告、查收电邮、接打电话、接待访客以及更新文件。全都在同一时间进行着！

因此，不用担心，你很快就会应付自如的。

总之，祝你好运！

此致

敬礼！

汤姆·舒

连续性 Continuity

连续性就是从一个时间段到另一时间段某事一直延续着。

常用句型 Useful Sentences

1.I think we should continue/extend his contract, don't you?我认为我们应该与他续约/延长与他的合同，你觉得呢？

2.I've been in Marketing for the last 5 years.过去的5年间，我一直在市场营销部工作。

3.Life is so busy now ; it's one thing after another.现在生活太忙碌了，一件事接着一件事的。

4.I'm hoping to continue in my present job for two years before moving on.

我希望继续在现在的工作岗位上干两年，然后再离开。

5.We need to continue these talks for as long as it takes.我们需要继续谈下去直到有结果为止。

6.John has just been re-elected Treasurer of our companies Staff welfarescheme.约翰刚刚再次当选我们公司员工福利计划的司库。

7.Let's hope we can keep this team together for the next two years.让我们一起期望我们在以后的两年中仍能保持这个团队。

8.In the following six months we need to work as hard as possible so we can get a good bonus at the end of the year.今后的6个月，我们要尽可能地努力工作，这样，我们就可以在年底拿到丰厚的奖金了。

9.The company has seen continuous growth over the past 3 years.该公司在过去的3年里实现了连续增长。

10.We are continuing our search for a new Finance Officer.我们还在继续寻找一位新的财务主管。

经典范文 **Model**

Subject : Teamwork

Dear colleagues ,

I know that some of you are new to this department but let's hope we can keep this team together for the next two years. In the following six months we need to work as hard as possible so we can get a good bonus at the end of the year. This will involve a lot of teamwork and helping each other out but I am confident that if we work well together we will also benefit financially together so let's rock n'roll !

Best regards ,

Graham Li

主题：团队合作

亲爱的各位同事：

我知道你们中的一些人刚刚加入这个部门，但我还是希望我们能够在未来的两年内保持这个团队的合作。今后的6个月，我们需要尽可能地努力工作，这样，我们就可以在年底时拿到丰厚的奖金了。这需要大量的团队合作以及互相帮助，而且，我坚信，如果我们合作得好，我们还能一起在经济上受益，那么，让我们现在就开始行动吧！

此致

敬礼！

格雷厄姆·李

位置 Position

位置即地理分布上的某一特定地点。

常用句型 Useful Sentences

1.We're planning to move downtown next year.我们计划明年搬到市中心去。

2.Their new offices are located in the Central Business District (CBD).他们的新办公室位于中央商务区。

3.The three most important things to remember when deciding where your company's headquarters should be, are location, location, location ! 在选择设立公司总部的地点时，要记住三件重要的事情，即位置，位置，位置！

4.At the dinner party I really felt out of place in my jeans because everyone else was wearing suits.在宴会上，我因为自己所穿的牛仔裤而非常尴尬，因为大家都穿着正装。

5.Remember that there's a time and place for everything.记住，凡事要审时度势。

6.“It's not my place to give you advice,” said the assistant to his boss.那个秘书对他的老板说：“这里没有我出主意的份儿。”

7.When it's time for my holidays I want a place in the sun.轮到我去度假时，我想去一个充满阳光的地方。

8.The work was difficult at first but, after a few weeks, everything fell into place.这项工作开始时有些困难，但几周之后，一切就都理顺了。

9.“You had better be careful how you talk to me ; I have friends in high places.”“你最好注意跟我说话的方式，我在高层有朋友。”

10.Well, you've come to the right place if you want some good advice.嗯，如果你想得到一些好建议的话，你就来对地方了。

经典范文 Model

Subject : Office

Dear colleagues ,

We're planning to move downtown next year. Our new offices are located in the Central Business District (CBD) .The three most important things to remember when deciding where your company's headquarters should be, are location, location, location ! Therefore, we shall be in the very center of the business and financial hub of Beijing.I hope you are all looking forward to this move which should greatly enhance our company's future.

Here's looking to the future !

Yours ,

Ben Dao

CEO

主题：办公室

亲爱的同事们：

我们计划明年搬到市中心去。我们的新办公室位于中央商业区。在选择设立公司总部的地点时，需要记住三件最重要的事情，即位置，位置，位置！因此，我们将处于北京商业金融中心的正中央。我想我们大家都期盼着这次搬家，它将极大地促进我们公司未来的发展。

希望前途一片光明！

本·道谨启

首席执行官

方向 Direction

方向总是涉及从一处到另一处。

常用句型 Useful Sentences

1. Just follow the attached directions and you'll soon be able to find the client's offices. 参照随附的路线指南，你将很快找到客户的办公室。

2. I think this department has lost its sense of direction and we need to get back on track, pronto! 我觉得这个部门已经迷失了方向，因此，我们需要使它重回正轨，立即行动！

3. I'm having trouble with this report. Could you have a look at it and point me in the right direction? 我在写这个报告时遇到了些麻烦，你能帮我看看，为我指点迷津吗？

4. Can you direct me to the staff canteen, please? 请你告诉我去员工餐厅怎么走，好吗？

5. Which way do I go to find the stationery store, please? 请你告诉我去文具店应该怎么走，好吗？

6. To get to the conference room, go up to the fourth floor, turn right, go straight down the corridor and its room 411 on your left. 要去会议室，请上4楼，左转，顺着走廊一直走，411室在你的左边。

7. I hope we are heading in the right direction for the sales department. 我希望我们正在把销售部引向正确的方向。

8. Are you heading in the same direction as me? 你是和我去同一个方向吗？

9. If you head due south you will soon come to the Central

Business District.

如果你向正南方向走，不久就会到达中央商务区。

10.Which direction do I need to go in to find the Finance department?我应该朝哪个方向走才能找到财务部？

经典范文 **Model**

Subject : Quarterly report

Dear Miss Hu ,

I wonder if you could spare the time to help me. I'm having trouble with the attached report.Could you have a look at it and point me in the right direction?I've completely lost my bearings as to where to go from here.I've tried to solve it on my own but I've come to a dead end so if you can help me on this I would be eternally grateful.

Thanks ,

Tracey Kuo

主题：季度报告

亲爱的胡小姐：

您能否抽时间帮我一个忙？我在写后附的这份报告时遇到了些麻烦，您能帮我看看，为我指点迷津吗？我已经完全不知道如何下笔了。我曾经试图自己来解决，但我还是走进了死胡同。如果您能帮忙，我将感激不尽。

谢谢！

特雷西·郭

距离 Distance

距离就是从一处到另一处的长度。

常用句型 Useful Sentences

1. There are several good restaurants within walking distance of the office. 距离办公室几步之遥的地方就有几家很好的餐馆。

2. Don't get too close to British clients. They like to keep their distance. 不要和那些英国客户走得太近。他们喜欢与别人保持一定距离。

3. In the far distance you can see Tiananmen Square. 从很远以外你就能看见天安门广场。

4. From my office to Tiananmen Square it's roughly 2 kilometers as the crowflies. 从我的办公室到天安门广场直线距离大约两公里。

5. If there are any screw-ups in the office my boss always seems to distance himself from them. 如果我们的办公室有什么事情办砸了，我的老板似乎总是会脱身事外。

6. Seven miles is a distance too great to walk in an hour. 7英里的距离太长了，一小时之内根本无法走到。

7. My holidays are still a good distance away. 我的假期还早着呢。

8. Our theories of business economics are a long distance apart. 我们两个人的商业经济学理论有很大分歧。

9. We've come a long distance on the project. 我们在这个项目上已有了很大进展。

10. Their first meeting for negotiations was hampered by a

certain distancebetween them.他们之间的某种分歧阻碍了他们的第一次谈判。

经典范文 Model

Subject : Project 9 Dear all ,

I'm happy to say that we've come a long distance on the project since we started but there is still a long way to go yet. Perhaps we should meet over dinner to discuss how to proceed. There are several good restaurants within walking distance of the office so we could choose one and then decide how to move Project 9 up to another level within the shortest possible timeframe? Please let me have your thoughts on this and get back to me asap.

Regards ,

Tom Liu

主题：9号项目

致全体同事：

我在此很高兴地告诉各位，自这个项目开始以来，我们已取得了很大进展，但同时我们也还有很长的路要走。也许我们应该在午餐时讨论一下下一步的计划。距离办公室几步之遥的地方就有几家不错的餐馆，我们可以选一家在那里碰面，讨论一下如何在最短的时间内把9号项目再提升一个层面，怎么样？我想知道你们对此事的想法，请尽快回复。

此致

敬礼！

汤姆·刘

面积和体积 Area and Volume

面积和体积在商业领域中都有意义。

常用句型 Useful Sentences

Area面积

1.Our offices total an area of 15 , 000 m².我们的办公室总面积达15000平方米。

2.The CBD is the business area of Beijing.CBD是北京的商务区。

3.Are there any related areas to this report that we need to discuss before we wrap up for the day?在今天的工作结束之前，我们是否还有与此报告相关的方面需要讨论？

4.I'm looking for a job in the health-care area.我正在找护理方面的工作。

5.All our old files are kept in the storage area of the basement.我们的所有旧文件都保存在地下室的储藏间里。

Volume体积/量

1.You'll find in sales that you have to deal with volumes of emails.在销售部你会发现你得处理大量的电子邮件。

2.What was the volume of sales during March?3月的销售量是多少？

3.When you were discussing your future career your eyes spoke volumes.当你谈到未来的职业时，你的双眼已经说明了一切。

4.Could you please turn down the volume of your MP3 player

during officehours?请在上班时间把你的MP3音量开小一点，好吗？

5.If you want to keep ahead in finance you need to read volumes of books.

如果你想具有最前沿的金融知识，你就需要看大量的书。

经典范文 **Model**

Subject : Missing file

Dear Alice ,

I know you have a large volume of work on your plate at the moment but I need you to look up an old file for me. As you know, all our old files are kept in the storage area of the basement so you may need to spend a certain amount of time hunting for it.If you come to my office I'll tell you which one it is and where it might be found.I'm sorry to ask you this but I really do need it in a hurry.

Regards ,

Betty

主题：找不到的文件

亲爱的爱丽丝：

我知道你目前手上有很多工作要做，但我还是需要你帮我找一份旧文件。如你所知，我们的所有的旧文件都保存在地下室的储藏间里，所以，你也许需要花些时间去寻找。请到我办公室来，我会告诉你具体是哪一份文件，以及它可能的地方。我很抱歉要你做这件事，但是我真的急着用那份文件。

此致

敬礼！

贝蒂

性质和数 **Properties and Numbers**

形状 **Shape/Form**

形状是指物体或几何体所具有的某种形式的表面或轮廓。

常用句型 **Useful Sentences**

1.The company is in good shape so far despite the recession.尽管现在是经济萧条时期，该公司到目前为止仍处于良好状态。

2.He's just a square peg in a round hole.他根本就不合适。

3.As far as the negotiations are concerned, we just seem to be going round and round in circles.就谈判而言，我们似乎只是在兜圈子，毫无进展。

4.I don't mind Carol inviting her husband to the office but I draw the line at her pet dog.我不在乎卡罗请她的丈夫到办公室来，但是我不能容忍她带她的狗来这里。

5.That new assistant either needs to shape up or ship out.新来的助理如果不好好干就请他走人。

6.What goes around comes around.一报还一报/善有善报，恶有恶报。

7.The only suggestion I'd like to make is to modify the shape of the buttons from elliptical to rectangular.我只想提一个意见，就是把按钮的形状由椭圆形改成长方形。

8.These negotiations are impossible ! It's like trying to square the circle ! 这些谈判是不可能完成的 ! 简直是白费力气 !

9.If we changed our presentation boxes to cubes it would make them easierto pack into crates for shipping.如果我们把礼品盒的形状改成方形的话，在装运时就能很容易地把它们放进木箱里。

10.I like these new wafer-thin laptops.They're so cool ! 我喜欢这些新面市的超薄型笔记本电脑。真酷啊 !

经典范文 **Model**

Subject : Software user interface design

Dear Jim ,

I have had a chance to look at your design for the new software user interface. You've done a superb job in every respect.The only suggestion I'd like to make is to modify the shape of the buttons from elliptical to rectangular.I think this would create a sharper, more professional look.

Thanks ,

Mary Yao

主题：软件用户界面设计

亲爱的吉姆：

我已经看到了你为那款新软件设计的用户界面。你在各方面做得都超棒。我只想提一个意见，就是把按钮的形状从椭圆形改成长方形。我认为这样会使整个界面看上去更鲜明，而且更专业。

谢谢！

颜色 Color

颜色在经济领域中经常使用。

常用句型 Useful Sentences

1.All our sales were made according to the law so we're the white hats (goodguys).我们所有的销售都符合法律的规定，因此我们属于白帽子（好人）。

2.In this corporate takeover we're the white knights (good guys) coming to the rescue.在这次企业兼并中，我们是前来救援的白衣骑士（好人）。

3.Tom's the boss's blue-eyed golden boy who can't do wrong.汤姆是老板的无所不能的宠臣，他做什么都是正确的。

4.Our supplier is really blackmailing us over prices by withholding his products.我们的供应商正通过拒绝供货的方式在价格上勒索我们。

5.She's a chameleon, able to blend with new corporate cultures and co-

workers from various backgrounds.她像一条变色龙，能够融入新的公司文化，并与有着不同背景的同事们打成一片。

6.You'd be the fair-haired girl, upstaging the execs on the committee.你会成为公司的红人，让那些董事会的高管相形见绌。

7.I think we need to think about environmental issues and go green on this new project.我认为我们需要考虑环境的问题，并且在这个新项目上尽量做到环保。

8.Their CEO is a corporate gold-digger who is always after the big bucks for hiscompany.他们的首席执行官是个企业的淘金者，总是能为他的公司挣大钱。

9.This new product should be a real cash cow, a golden goose which shouldbring in revenue for many years to come.这个新产品应该是棵摇钱树，它能在未来的几年里为我们带来丰厚的收入。

10.We need some blue sky thinking introduced into this discussion to dispelany negative thinking.我们需要在这个谈论中引入些天马行空的思路，以驱散那些消极的想法。

经典范文 Model

Subject : New project

Dear all ,

I suggest we need to think about environmental issues and go green onthis new project. If we put on our green hats right at the beginning of the discussions I'm sure we'll come up with something that will help improve our corporate image.We really need to be seen as the white hats coming to the rescue of the environment.I know this will involve extra costs but I am sure this new project should be a real cash cow, a golden goose which should bring in revenue for many years to come.So let's introduce some blue sky thinking as well so there's some positive vibes flowing through all of this.Let me know what you think.

Regards ,

Chris Fong

主题：新项目

致全体员工：

我觉得我们需要考虑环境的问题，并且在这个新项目上尽量做到环保。如果我们在讨论一开始就沿着这种环保的思路考虑问题，我敢肯定我们会提出一些有助于改进公司形象的观点。我们确实需要被看作是前来拯救环境的义士。我知道，这将会产生额外的费用，但我敢肯定这个项目将会成为摇钱树，它能在未来的几年里为我们带来丰厚的收入。因此，让我们运用一些开放性的思维方式，这样，就会使整个讨论在积极的氛围里进行。请告诉我你的想法。

此致

敬礼！

克里斯·方

材料 Material

材料就是用以制造或组成某事物的一种或多种物质。

常用句型 Useful Sentences

1.Our supplies of T-shirts are 100%cotton.我们供应的T恤衫是纯棉的。

2.All our stationery products use recyclable paper or come from sustainableforests.我们所有的文具产品都是使用再生纸或再生林制造的。

3.Our shoes are made from real leather, imitation leather or plastic.我们的鞋都是由真皮、仿皮或塑料制成的。

4.We supply shirts made from silk, satin, cotton, polyester or syntheticfibers.我们供应真丝、绸缎、纯棉、聚酯和合成纤维面料的衬衫。

5. Not only do we have a bricks'n'mortar store but a clicks'n'mortar onetoo ! 我们不仅有一个实体店，还有一个网店！

6. Packaging comes either in reinforced cardboard cartons or wooden chests.

包装材料是强化纸板箱或木箱。

7. Please note that our pillow fillings can be ordered containing either duckfeathers or foam. 请注意，我们的枕头可以根据您的要求填充鸭绒或海绵。

8. Our frying pans, woks and saucepans use the latest non-stick coatings.

我们的煎锅、炒锅和汤锅都应用了最新的不粘涂层。

9. Our new headquarters is a towering structure composed of glass and steel.

我们的新总部是一幢由钢铁和玻璃构建而成的塔楼。

10. Our range of pearl necklaces uses real seabed pearls, riverbed pearls and artificial pearls to meet the requirements of all our customers. 为满足不同消费者的需求，我们的珍珠项链系列分别使用了海水珍珠、淡水珍珠和人造珍珠。

经典范文 Model

Subject : New stationary lines

Dear Sir ,

We are proud to announce our latest stationery lines. This new range is entirely environmentally friendly. All our stationery products use recyclable paper or come from sustainable forests. We

are sure that the general public will be interested not only in buying our products but knowing too that they are helping the environment. We have attached our latest brochure for your perusal.

Yours sincerely ,

Tom Yao

主题：新系列文具产品

敬启者：

我们很自豪地推出我们最新的文具系列产品。这个新系列是完全环保型的产品。其所有产品都是使用再生纸或再生林制造的。我们坚信，广大消费者不仅愿意够买我们的产品，同时他们也清楚自己是在为环境保护做贡献。随函附上我们最新的产品介绍，供您详阅。

汤姆·姚谨启

感觉 Feelings

感觉可以是外在的情感表达，也可以是内在的意识，或者是模糊的认识。

常用句型 Useful Sentences

1. I get the feeling that we are not seeing eye to eye in these negotiations. 我觉得在这些谈判中我们的意见完全不一致。

2. Since we don't agree I feel that we should drop the subject. 既然我们无法达成共识，我认为我们不应该再谈下去了。

3. The general feeling was in favour of the proposal. 大多数人赞成这个计划。

4. Whenever my boss is in the room I have this feeling of

inferiority.每当我的老板在房间里时，我就有自卑感。

5.The boss really hurt my feelings when he criticized me in front of mycolleagues.老板当着同事的面批评我时，我真的很受伤。

6.I have a strong feeling that my luck is about to change and that I'll get thatpromotion I'm after.我强烈地感觉到，我就要时来运转了，而且，我会得到我心仪已久的升迁。

7.Bill was overjoyed when he got a raise.比尔升职后，他真是喜出望外。

8.I always feel a bit down on Mondays.It must be the Monday morningblues.每到星期一我总是有点儿情绪不佳。我一定是得了星期一抑郁症了。

9.I have this good feeling about next week's negotiations.我对下周的谈判感觉良好。

10.We need to be guided by facts rather than feelings when it comes tomaking good managerial decisions.在制定正确的管理决策时，我们应该基于事实，而不能感情用事。

经典范文 **Model**

Subject : This coming week

Hi guys ,

I know it's Monday morning and you're feeling the Monday blues already but I've got this great feeling that this is going to be a terrific week-business wise. First off, we're going to wrap up that new sales deal with Yantai Spring Foods.Tomorrow we clinch the negotiations with Inchon Kimchi for the import of some of their products.And then the rest of the week we are at the International

Trades Fair where we highlight our best-selling lines and see customers clamouring to sign up for orders.

So let's go guys !

Tom

主题：这一周

各位同事：

大家好！

我知道现在是星期一的早晨，大家都有点儿星期一抑郁症，但我觉得本周将会是精彩纷呈的一周。首先，我们要完成与烟台春天食品公司的新销售协议。明天，我们要搞定与仁川泡菜公司的谈判，从他们公司进口一些产品。在余下的时间里，我们要去参加国际交易会，届时，我们将隆重推出我们最畅销的系列产品，并且欣然看着我们的客户踊跃订货。

大家快行动吧！

汤姆

质地 Texture

质地就是通过触摸事物表面而得到的对其质感的认识。

常用句型 Useful Sentences

1. Could you please use the 70-pound bond paper with matte finish rather than the gloss finish we usually have. 请你使用70磅重的哑光铜版纸，而不是我们通常使用的那种光面纸。

2. You only have to feel our silks to know they are top quality. 你只要感觉一下我们的丝绸，就能知道它们的质量是最好的。

3.Our vinyl settees and sofas not only look like leather but feel like leathertoo.我们的PVC座椅和沙发不仅看上去像真皮的，而且摸上去的感觉也像真皮的。

4.Our yogurt ogurts have a smooth creamy texture that adds to the tasteexperience.我们的酸奶具有奶油般丝滑的质地，将带给您非同一般的味觉体验。

5.Woven textiles are often rough in texture.编织物的质地通常会比较粗糙。

6.I think you will find that bare brick walls give a room texture as well ascharacter.我想你会感觉得到这些不加处理的黑色砖墙会给屋子增加质感和特色。

7.If you visit our showroom you will find there to be many different texturesof fabric from smooth and silky to rough and itchy.如果你能到访我们的展示间，你会发现更多不同质感的织物，既有光滑如丝的，也有粗糙扎手的。

8.The textures we have chosen for our offices here go a long way toestablishing a creative and vibrant mood.我们装修办公室所选择的材料的质地非常有助于建立一个充满活力和创造性的氛围。

9.Many of our factory workers complain that at the end of a working day theirhands feel dry, rough and tender to the touch.我们工厂的许多工人都抱怨说，经过一天的工作后，他们会觉得手很干燥、粗糙，摸上去还挺疼的。

10.We find that many customers prefer garments that are smooth and softto the touch rather than clothes that are stiff and hard and unyielding.我们发现许多消费者都喜欢摸上去顺滑柔软衣物，而不是直挺、僵硬、没有弹性的。

Subject : Corporate brochure

Dear Mr Song ,

I've attached a high-resolution image of our revised corporate brochure. We would like to have 2 , 500 copies printed. Could you please use the 70-pound bond paper with matte finish rather than the gloss finish we usually have. There isn't any hurry, so just let me know when the brochures are ready and I'll arrange for someone to pick them up.

Best regards ,

Michael Tang

主题：公司宣传册

亲爱的宋先生：

我已经给您附上了一张高像素的照片，它是已经过修改后的我们公司的宣传册。我们想印2500册。请使用70磅重的哑光铜版纸，而不是我们通常使用的那种光面纸。我们不是很着急，因此，印好之后，请通知我，我会派人去取。

此致

敬礼！

迈克尔·唐

价值 Value

价值就是以金钱、优势或重要性等为标准来对某事物进行的衡量。

常用句型 Useful Sentences

1.Her company suffered a net loss of 12 million yuan last year.
她的公司去年净亏损1200万元。

2.Your suggestions are extremely valuable to me.你的意见对我来说非常宝贵。

3.I'm sure your business trip will be a valuable experience for you.我敢肯定此次出差会给你带来宝贵的经验。

4.The real money is when you add value to a product and thus increase your profits.只有当你为产品增加了附加价值，从而提高了利润，你才能真正赚到钱。

5.Our products are very reasonably priced compared to our competitors.与竞争对手相比我们的产品价格非常合理。

6.All our stores give value for money which is why they are so popular.我们所有的商店都会提供物有所值的服务，这就是它们受欢迎的原因。

7.I wouldn't like to put a value on our employees but certainly they are our biggest assets.我不想强调我们员工的价值，但毫无疑问他们是我们最大的财富。

8.The estimated market value of our properties rose by 20% last year.据估计，去年我们所有房产的市场价值增长了20%。

9.The retail value of our new software should be between 600 and 625 yuan.

我们新软件的市场零售价应该在600元到625元。

10.Given current markups, it should be possible to supply wholesalers at about 500 yuan.考虑到最近的涨价，它应该以500元的价格供应给批发商。

经典范文 Model

Subject : Market research report

Dear Mr. Wang ,

Based on the findings of our market research, the retail value of our new software should be between 600 and 625 yuan. Given current markups, it should be possible to supply wholesalers at about 500 yuan. I've attached the market research report and price calculations for your review.

Sincerely ,

Tim Yu

主题：市场调查报告

亲爱的王先生：

基于我们市场调查的结果，我们新软件的市场零售价应该在600元到625元。考虑到最近的涨价，我们供应给批发商的价格应该是500元。我已经附上了这份市场调查报告以及价格预算供您审查。

蒂姆·于谨启

数 Numbers

数由一个或一组数字组成。

常用句型 Useful Sentences

1. The company has over 20 , 000 employees worldwide. 该公司在全世界雇佣了两万多名员工。

2. There are about 25 people in my department. 我们部门有25

人。

3.Please bring 500 copies of the handout to the conference.请带500份资料来参加会议。

4.I went to his office a number of times but he always seemed to be out.我多次去过他的办公室，但他似乎总不在。

5.I called a client up today but I got a wrong number so I need to check and see what the right number is.我今天给一位客户打了电话，但号码不对，我想核实一下他正确的电话号码。

6.Accounting jobs usually consist of mind-numbing number-crunching work all day long.会计工作通常就是每天与数字打交道，十分枯燥。

7.This is the second time I've had to warn you about being late.这已经是我第二次对你的迟到提出警告了。

8.I've told you a thousand times to be more careful in your work.我已经告诉你很多次了，工作中要认真仔细。

9.First, I need you to make 3 copies of this report and second, I want you to make 2 cups of coffee when Mr. Tang arrives.先把这份报告复印3份，然后，当唐先生到时，给我们冲两杯咖啡。

10.Over a 12 month period we sell roughly 25,000 cars, mainly through 125 dealerships. 12个月内，我们共卖出了大约25000辆汽车，这主要是通过我们的125家代理商实现的。

经典范文 Model

Subject : Tasks for this afternoon

Hi Sally ,

Just to let you know what jobs I would like you to do this afternoon. First, I need you to make 3 copies of this report and second, I want you to make 2 cups of coffee when Mr.Tang arrives.Finally, I would like you to make notes of the meeting with Mr.Tang and type them up afterwards.

Thanks ,

Bill

主题：今天下午的工作

萨莉：

你好！

特此告知今天下午我想要你做的工作。首先，将这份报告复印3份。其次，当唐先生到了以后，你要给我们倒两杯咖啡。最后，当我与唐先生会见时请你做一下记录，之后把会谈记录打印出来。

谢谢！

比尔

数量 Amount

数量就是两个或多个个体或项的集合。

常用句型 Useful Sentences

1.We've received multiple complaints from clients this week.本周我们已经接到了好几个客户的投诉。

2.I've got a huge amount of work to get through today.我今天有许多工作要做。

3.I've been spending a great deal of my time answering emails when I should be visiting clients.我已经花了大量的时间回复电邮，而我本该用这些时间去拜访客户的。

4.Tom has made a significant contribution to this company.汤姆已经为这家公司做出了巨大贡献。

5.Our sales revenues seem to be getting less and less.我们的营业收入似乎越来越少。

6.Our records are quite extensive as they go back to the founding of the company in 1989.我们的记录可以追溯到1989年公司刚建立的时候。

7.We have a sizeable amount of work to do before we finish at 6 p.m.在下午6点钟下班前，我们还有相当多的工作要做。

8.This invoice amounts to over ¥ 300.It really is too much.这个消费发票的金额为300元。这真的是太高了。

9.That new hire should amount to something once he's learned the ropes.一旦这个新员工学会了工作中的各种技能，他就应当能有所作为。

10.¥ 40 , 000 is a large amount of money to spend on a new laptop.花4万元买一部笔记本电脑是一笔大花销。

经典范文 Model

Subject : Re : New project

Dear Mr. Zhou ,

Thank you for considering me for the new Southwood project. However, I feel I have to decline because I already have a tremendous amount of work to do and if I took on this new project I

don't think I would be able to do it justice. Have you considered Tim? I know that his workload is not as heavy as mine and therefore he would be able to fit it into his schedule.

Yours sincerely ,

Richard Wu

主题：回复：新的项目

亲爱的周先生：

感谢您考虑让我参加Southwood项目。但是，我恐怕不得不谢绝您的好意了，因为我有太多的工作要做。而且，假设我承担了这份工作，我不知道我能否做好这个项目。您考虑过蒂姆吗？他的工作量没有我这么多，所以，他应该可以把这份工作安排进他的日程表里。

理查德·吴谨启

充足与不足 **Sufficiency and Insufficiency**

充足就是有足够的某物，而不足即不够。

常用句型 **Useful Sentences**

Sufficiency充足

1. I think we have enough people to complete the project on time. 我认为我们有足够的人手，能够按时完成这个项目。

2. If we leave at 2 p.m. , we should have ample time to get to the sales conference. 如果下午两点出发，我们应该有足够的时间去参加销售会议。

3. He's the only job candidate with sufficient experience. 他是这项工作的唯一有足够经验的人选。

4.We have adequate stocks at the moment to meet all our orders.我们目前库存充足，可以满足所有的订货。

5.Our warehouse is full of completed goods so we need to ship as many orders as we can as soon as possible.我们的仓库堆满了成品，因此，我们要尽可能多地发货，越快越好。

Insufficiency不足

1.Paul seems to be lacking in responsibility.保罗似乎缺乏责任心。

2.You'd better spend more time on your reports.你最好多花些时间准备报告。

3.I don't think we have enough time left to finish the proposal.我认为我们没有足够的时间来完成这份计划书了。

4.We seem to have insufficient stocks at the moment so we had better order more.我们目前似乎库存不足，所以最好多订一些货。

5.Inadequate preparation for meeting clients usually results in a lost sale.如果在会见客户之前不做好充分的准备，常常会造成销售方面的损失。

经典范文 Model

Subject : Orders

Dear Jack ,

We have more than adequate stocks at the moment to meet all our orders. In fact, our warehouse is so full of completed goods we need to ship as many orders as we can as soon as possible. Could you please make certain that as many orders as possible are shipped out today and the rest by the end of the week. I will contact sales

and try to get them to sell as much as possible so that we can make room for the finished goods that are coming on stream at the moment. It would be good if the warehouse was half-empty in the next few days to make room for new stock.

Regards ,

Tom

主题：订单

亲爱的杰克：

我们目前库存充足，可以满足所有的订货。实际上，我们的仓库堆满了成品，因此，我们需要尽可能多地发货，越快越好。请你确保今天尽可能多地把完成的订货发出去，其余的请在本周末之前发走。我会与销售部联系，让他们尽量多推销我们的产品，以便给正源源不断地生产出来的产品腾出地方。如果几天内我们能腾出仓库的一半空间给新库存，那就太好了。

此致

敬礼！

汤姆

过量 Excess

过量就是某物太多了。

常用句型 Useful Sentences

1. The hiring manager told me I was overqualified for the position. 负责招聘的经理告诉我，就这个职位而言，我资历过高了。

2. At the moment we have excess production capacity. 目前，我

们的生产能力过剩了。

3.We have too many staff in the finance department.我们的财务部人员过剩。

4.Some of our employees are surplus to requirements.我们的一些雇员是多余的。

5.I had too much to drink at lunchtime and now I feel too sleepy to work.我午餐时喝了太多的酒，现在直犯困，无法工作。

6.Two of our factories are suffering from overproduction so we need to scaledown production targets immediately.现在我们的两个工厂出现了生产过剩，因此，我们需要马上减少生产定额。

7.I think your latest claims for expenses are a bit excessive, don't you think?

我认为你最近的几次报销有点儿多，你怎么看？

8.We have an overabundance of talent in our department.我们的部门人才过剩。

9.For the second month running, we have exceeded our sales targets.我们已经连续两个月超出了我们的销售目标。

10.We seem to have a surfeit of car components far above our immediateneeds.我们似乎囤积了太多的汽车零部件，远远超过了目前的需求量。

经典范文 **Model**

Subject : Staff proposed downsizing

Dear Michael ,

I have been conducting a staff survey lately. I have found that some of our employees are surplus to requirements. In particular, we have too many staff in the finance department. Could you please look into your department and let me know which staff we can do without. In the present economic situation we want to be a lean company rather than a fat company. Please try your best to get rid of the "fat".

Regards ,

Tony

主题：拟定中的员工精减

亲爱的迈克尔：

我最近在进行一项员工调查。我发现我们的一些雇员是多余的，特别是财务部的人员。请你调查一下你的部门，然后通知我哪些雇员可以精减掉。在目前的经济形势下，我想要一个精干的而不是机构臃肿的企业。请你尽最大的努力“减肥”吧。

此致

敬礼！

托尼

基础运算 Basic Arithmetic

基本运算就是加、减、乘、除。

常用句型 Useful Sentences

Addition 加法

1. This invoice has been added up incorrectly. 这个发票的数额加

错了。

2.The one great plus of working for this company are the fringe benefits.为该公司工作的最大好处之一就是有额外的福利。

3.I have looked at your preliminary budget for next year and I have to say thatfrankly, your sums just do not add up.我刚看过你做的明年的预算，但我不得不坦率地说，你的总金额加错了。

Subtraction减法

1.Profit equals income minus expenditure.利润等于收入减去支出。

2.Income less expenditure equals profit.收入减去支出等于利润。

Division除法

1.Remember that in negotiations ; divided we fall, united we stand.在谈判时要记住：团结就是力量。

2.This company is divided into 4 divisions ; production, finance, marketingand sales and finally, human resources.该公司分为四个部门：生产部、财务部、市场营销部以及人力资源部。

3.The sales division of our company outperforms that of our leadingcompetitors.我们公司的销售部门的表现优于我们主要竞争对手的相应部门。

Multiplication乘法

1.Our sales have multiplied five-fold over the last year.我们的销售业绩在过去的一年里翻了五番。

2.The number of units sold times unit price equals total sales

revenue.产品销售数量乘以产品价格等于销售收入。

经典范文 Model

Subject : Sales

Dear Mr. Zhang ,

I am glad to say that our sales have multiplied five-fold over the last year. This is due to the fact that we have an outstanding sales force. In fact, the sales division of our company outperforms that of our leading competitors. I feel that it would be a nice gesture for us to reward them in some way. How about a dinner and karaoke to follow? Please let me know what you think.

Regards ,

Ben Luo

主题：销售

亲爱的张先生：

我很高兴地通知你，我们的销售业绩在过去的一年里翻了五番。这是由于我们拥有一支出色的销售队伍。实际上，我们公司销售部门的表现优于我们主要竞争对手的相应部门。我认为应该给他们某种形式的奖励。组织一次聚餐，餐后去卡拉OK唱歌，你看怎么样？请告知你的想法。

此致

敬礼！

本·罗

倍数和百分比 Multiples and Percentages

倍数包含或涉及几个或许多个体、部分、成分、关系等，具有多种形式。百分比即与一百的比值，或在一百中所占的比例。

常用句型 Useful Sentences

Multiples倍数

1.The price of oil has doubled in less than two years.石油的价格在不到两年的时间里已经上涨了一倍。

2.The new factory will be twice the size of the old one.新工厂的规模是老工厂的两倍。

3.Sales have tripled this year compared to last year's figures.与去年的销售数字比较，今年的销售业绩增长了两倍。

4.Production costs have risen five-fold over the last three years.过去的3年中，生产成本增加了5倍。

5.Our orders have trebled in the last twelve months.我们的订单数量在过去的12个月里增加为原来的3倍。

Percentages百分比

1.Our company's earnings rose by 10%this quarter.本季度我们公司的收益增长了10%。

2.Our European market share has dropped 2%over the past year.在过去的一年中，我们在欧洲市场的份额下降了两个百分点。

3.I seem to spend over 50%of my time writing reports.我似乎要用一半以上的时间写报告。

4.Production costs are about 45%of our expenditure.生产成本约占支出的45%。

5.I want you all to give 110%effort in finding new orders.我希望你们大家付出110%的努力去争取新订单。

经典范文 Model

Subject : Production costs

Dear Terry ,

The good news is that sales have tripled this year compared to last year's figures. The bad news is that production costs have risen five-fold over the last three years and now production costs are about 45%of our expenditure.Is there any way in which you can cut these costs significantly without affecting output?Please try your best so that we can retain our 15%profit margin.

Regards ,

Andy

主题：生产成本

亲爱的泰瑞：

我想告诉你的既有好消息也有坏消息。好消息是与去年的销售数字比较，今年的销售业绩增长了两倍；坏消息是过去的3年中，生产成本上涨了5倍，且已占到我们总开支的大约45%。你有什么办法能够显著地降低成本而又不影响产出吗？请尽最大努力，以使我们能够保持15%的利润率。

此致

敬礼！

安迪

增加和减少 Increase and Decrease

增加就是使事物变得更大或更多，而减少就是使事物变小或变少。

常用句型 Useful Sentences

Increase增加

1. After switching jobs, his monthly salary jumped from 20,000 yuan to 30,000 yuan. 换了工作以后，他的月薪从2万元增加到3万元了。

2. We need to increase our sales by at least 15%. 我们需要增加至少15%的销售额。

3. The cost of our raw materials has gone up by 50%. 我们原材料的价格已经上涨了50%。

4. The number of our employees has risen by more than a half due to an increase in trade. 由于业务的增长，我们的员工人数已经增加了一多半。

5. The number of employees taking sick leave because of colds and flu seems to be on the rise. 因感冒而请假的员工人数似乎有上升趋势。

Decrease减少

1. Due to the recession our sales have decreased by 30%. 由于经济衰退，我们的销售额已经减少了30%。

2. If we want to stay in business we need to lower costs. 如果我们希望继续经营下去的话，必需降低成本。

3. Our production costs have dropped by 10% due to economies

of scale.由于规模效应，我们的生产成本已经降低了10%。

4.Because of economic uncertainties we need to downsize our office staff.

由于经济形势不明朗，我们需要通过减员来缩小公司规模。

5.Our sales have fallen by 20%in the last month alone.仅上个月，我们的销售额就下降了20%。

经典范文 **Model**

Subject : Costs of raw materials

Dear Harry ,

We need to increase our sales by at least 15%because the cost of our raw materials has gone up by 50%. We cannot sustain this situation for long.If we want to stay in business we need to lower costs and increase sales.I have spoken to Terry, our Production Manager, about this and he is doing what he can to lower costs in his department and if you can raise sales in your department then we will be well on the road to recovery.Please urge your staff to do whatever they can.

Regards ,

Andy

主题：原材料成本

亲爱的哈里：

由于我们的原材料成本已经上涨了50%，我们需要增加至少15%的销售额。否则，目前这种局面我们维持不了多久。如果我们希望继续经营下去的话，我们必需降低成本，同时增加销售。我已经和生产

经理泰瑞谈过这个情况了，现在，他正尽一切可能降低他们部门的成本，如果你能提高你们部门的销售业绩，我们的处境就将有所好转。请督促你的员工，让他们尽力而为。

此致

敬礼！

安迪

基础测量（长、宽等） Basic Measurements (Length, Width, etc.)

基本测量就是长度、宽度、广度以及高度。

常用句型 Useful Sentences

Length长度

1. My office is about 3 meters long by 2 meters wide. 我的办公室大约有3米长、2米宽。

2. This report is 300 pages in length. 这份报告长达300页。

3. Bosses need to keep subordinates at arm's length and not get too close to them. 老板需要与下属保持一定的距离，不能太接近他们。

Width宽度

1. The dimensions of our tables are 80 cm (height) x 150 cm (width) x 60 cm (depth). 我们的桌子的尺寸为80厘米（高）×150厘米（宽）×60厘米（进深）。

2. I think we need to widen our factory gates so that bigger trucks can get in.

我认为我们需要加宽工厂大门，以便更大的卡车能够驶入。

Breadth广度（幅宽）

1.The two pieces of material are of different breadth.这两块料子的幅宽不一样。

2.In our marketing division we need some creative people with a greatbreadth of view who can see the big picture.我们的市场营销部需要一些有创造力的人，他们要具有开阔的视野，能够总览全局。

Height高度

1.The tallest person in our department is 1.94 meters tall.我们部门里最高的人高1.94米。

2.Our offices are on the 23rd floor of the tallest skyscraper in the CentralBusiness District.我们的办公室位于中央商务区里最高的摩天大楼的23层。

3.Our CEO is at the height of his power now but it was not always sobecause he started with this company as an errand boy.我们的首席执行官现在拥有最高的地位，但是情况并不是一直如此，他刚来这个公司时，还只是个役童。

经典范文 **Model**

Subject : Mahogany table

Dear Mr. Lu ,

Our mahogany dining tables are our bestsellers and you are very wise to choose one of them. We have a large range varying in size to suit any dining room.As far as your dining room is concerned, I would suggest our queen-sized model.The dimensions are 80 cm (height) x 150 cm (width) x 60 cm (depth) .If you

would like to come to our showroom you can see it in all its glory. We are open from 9 a.m. to 9 p.m. every day.

When you arrive just ask for me.

Regards ,

David Chan

主题：红木桌子

亲爱的陆先生：

我们的红木餐桌是畅销品，购买一张这样的桌子是您明智的选择。我们有多种不同尺寸的餐桌可以匹配各种餐厅。就您的餐厅而言，我推荐大号的那种。它的尺寸为80厘米（高）×150厘米（宽）×60厘米（进深）。如果您愿意到我们的展示间来的话，您就会看到它光彩夺目的样子。我们的营业时间为每天上午9点至晚上9点。

您到店后请直接找我。

此致

敬礼！

大卫·陈

近似值和平均值 **Approximate Value and Average Value**

近似值就是接近于准确但不是完全准确或正确的值。平均值表示的是近似于算术平均数的数量或比率。

常用句型 **Useful Sentences**

Approximate Value 近似值

1.Over 250 people have signed up for the conference.有250多人报名参加会议。

2.At work I spend about 2 hours every day answering emails.我每天在工作中要花大约两小时来回复电子邮件。

3.There are roughly about 500 people who work for this company.该公司大约有500人。

4.Women make up almost half of the workforce here.女职工占了这里职工总数的将近一半。

5.My annual bonus is around ¥ 5 , 000.我的年终奖金大约有5000元。Average Value平均值

1.On average I spend about two hours every day writing emails.我每天平均要花大约两小时来写电子邮件。

2.Average daily sales for last month were ¥ 8 , 125 , compared with ¥ 7 , 975 for the previous month and ¥ 6 , 325 for the same period last year.上月的日平均销售额为8125元，与之相比，前一个月为7975元，而去年同期则为6325元。

3.The average secretary couldn't handle the workload our secretaries have to deal with.水平一般的秘书可承担不了我们公司秘书的工作量。

4.We normally average about nine hours of work a day.正常情况下，我们一天工作大约9小时。

5.My secretary can type 80 words a minute, on average.我的秘书平均每分钟能打80个字。

经典范文 Model

Subject : Last month's sales report

Dear Mr. Cao ,

As per your request, please find attached a copy of last month's sales report. Average daily sales for last month were ¥8,125, compared with ¥7,975 for the previous month and ¥6,325 for the same period last year. I'm currently preparing next month's sales forecast and will send it to you later this month.

Regards ,

Sarah Wu

主题：上个月的销售报告

亲爱的曹先生：

按照您的要求，我附上了上个月的销售报告，请查收。上个月的日平均销售额为8125元，与之相比，之前一个月的销售额为7975元，而去年同期则为6325元。我眼下正在做下个月的销售预测，我会于本月的晚些时候把它发给您。

此致

敬礼！

萨拉·吴

比率和比例 Ratios and Proportions

比率是以一个数除以另一个数的形式表示的两个数字的相对量，比例表示的是一份或一个组成部分与整体的关系。

常用句型 Useful Sentences

Ratios比率

1.The most frequently used ratio among investors is the price-earnings ratio.

投资者最常用的比率就是价格收益比率。

2.Financial analysts, investors, and managers use ratios to evaluate many factors such as the attractiveness of a stock or the operating efficiency of a company.经济分析师、投资者和管理者都是用比率来评估许多方面的事情，如一只股票的吸引力，或者一个公司的运营效率。

3.Liquidity ratios are probably the most commonly used of all the business ratios. Your creditors may often be particularly interested in these because they show the ability of your business to quickly generate the cash needed to pay your bills.流动资金比率可能是所有商业比率中最常用的。你的债权人往往会对这些比率特别感兴趣，因为它们显示你的业务是否有迅速产生现金的能力，而现金是用来还款的。

4.The current ratio is a way of looking at your working capital and measuring your short-term solvency. The ratio is in the format x/y , where x is the amount of all current assets and y is the amount of all current liabilities.流动资金比率是考察你的运营资金以及短期偿债能力的指标。这个比率以 X/Y 的形式表示， X 表示全部流动资产，而 Y 代表全部流动负债。

5.For example, if your current assets total ¥ 50 , 000 and your current liabilities total ¥ 40 , 000 , the poor 5/4 current ratio changes to a better 2/1 ratio if ¥ 15 , 000 of long-term debt is used to refinance an equal amount of short-term debt (you'll now have ¥ 50 , 000 in current assets to ¥ 25 , 000 in current liabilities).例如，假设你的流动资产为50000元，而你的流动负债为40000元，这是个很差的5：4的比率；如果你用15000元的长期债务再融资抵消数额相同的短期债务（现在你就有50000元的流动资产对比25000元的

流动负债)，这个比率就变成了比较好的2：1。

Proportions比例

1.A large proportion of my colleagues were sick last month.上个月我的同事中有一大部分都病倒了。

2.Last month, approximately two-thirds of all transactions were made through our website—an increase of one-quarter from a year ago.上个月所有交易的大约三分之二是通过我们的网站进行的——比去年同期增加了四分之一。

3.Moreover, online purchases accounted for some four-fifths of last month's revenues.而且，网购的收入约占上个月营业额的五分之四。

4.Our offices are disproportionately large compared to the size of our factory.

和工厂的面积比起来，我们的办公室面积大得离谱。

5.What proportion of your finance department budget do you spend on staff?

你们财务部的预算有多大比例是用于员工的？

经典范文 Model

Subject : Customer transaction data

Dear Lily ,

I've finished tabulating the customer transaction data you requested. Last month, approximately two-thirds of all transactions were made through our website—an increase of one-third from a year ago. Moreover, online purchases accounted for some four-fifths

of last month's sales revenues.A summary and analysis of the data is attached for your review.

Regards ,

Ben Lee

主题：消费者的交易数据

亲爱的莉莉：

关于您所要的那个消费者交易数据，我刚刚做完表。上个月所有交易的大约三分之二是通过我们的网站进行的——比去年同期增加了三分之一。而且，网络销售的收入约占上月营业额的五分之四。数据的总结和分析我已经附上，请审阅。

此致

敬礼！

本·李

最大值和最小值 **Maximums and Minimums**

最大值即可能的、可分配的、可允许的最多的量或数值，是所达到的或记录的最高数额、价值或程度。最小值即可能的、可分配的、可允许的最少的量或数值。

常用句型 **Useful Sentences**

Maximums最大值

1.The boss gave us a maximum of 10 days to finish this project.
老板最多给我们10天来完成这个项目。

2.The report has to be at least 3 , 000 words.这份报告最少也要

写3000字。

3. Due to limited availability, the maximum order quantity for our handmadeporcelain dolls is currently restricted to 10 per customer. 由于供应量有限，目前我们限定每个消费者每次只能购买10个手工制作的陶瓷娃娃。

4. Our upper limit is 25 yuan per item. 我们的最高单价是25元。

5. We will do our utmost to win this contract. 我们将尽最大努力赢得这份合同。

Minimums 最小值

1. The minimum salary is 3,000 yuan a month. 最低工资为每月3000元。

2. Our minimum order value is 100 yuan. 我们的订单最低限额为100元。

3. The lowest price we can accept is 25,000 yuan. 我们能接受的最低价为25000元。

4. It's the least we can do for you. 绵薄之力，何足挂齿。

5. The lowest we can go is 27 yuan per item if you order more than one hundred. 如果你订100件以上的话，我们可以给你每件27元的最低价。

经典范文 **Model**

Subject : Re : Order 67543

Dear Mr. Lee ,

Thank you for your recent order. However, due to customer

demand and limited stock we are unable to fulfill your order. We regret to say that we can only allow you a maximum of 200 items. If you agree we will ship them immediately. These are subject to a minimum delivery charge of 100 yuan.

Please let me know if you still want them.

Yours sincerely ,

Robert Chan

主题：回复：67543号订单

亲爱的李先生：

感谢您最近的订货。但是，由于客户的大量需求以及有限的库存，我们不能满足您的订单。我们很遗憾地通知您，我们最多只能允许您订购200件。如果您同意这个条件的话，我们将即刻发货。我们要收取100元的最低运费。如果您还想要订货的话，请通知我。

罗伯特·陈谨启

情景表达 **Situational Expressions**

通知 **Making Notices**

通知开会 **Announcing Meetings**

经典范文 **Model**

Subject : Re : July research meeting

Dear all ,

We will hold our monthly research meeting in the conference room at 11:00 a. m.on Friday, July 16.

John and Jane will report on the meeting with their French counterparts. Each of us should be prepared to give an update on our current projects.I think John and Jane's report will be of special interest to the additives division.

If you cannot make the meeting, be sure your assistant is prepared to give your report.

Regards ,

Tony Cai

主题：回复：研究会议

致全体员工：

我们将于7月16日星期五上午11点在会议室召开月度研究会。

约翰和简将与他们的法国同行一起在会上做报告。我们每个人也要准备报告，汇报手头项目的进展。我想添加剂部门人员会对约翰和简的报告特别感兴趣。

如果不能参加会议，请确保由你的助理做好准备提交报告。

此致

敬礼！

托尼·蔡

更改开会时间 **Changing the Meeting Time**

经典范文 **Model**

Subject : Re : Re : July research meeting

Dear all ,

Regarding our monthly research meeting in the conference room at 11:00 a. m.on Friday, July 16 , I regret to announce that this has been postponed due to John's sudden illness.It will now be held a week later in the same place and at the same time.

Please remember that if you cannot make the meeting, be sure your assistant is prepared to give your report.

Regards ,

Tony Cai

主题：回复：回复：7月的研究会议

致全体员工：

我很遗憾地通知大家，由于约翰意外生病，原定于7月16日星期

五上午11点在会议室召开的月度研究会推迟召开。现变更为一周后的同一时间在同一地点召开。

请记住，如果不能参加会议，一定要确保由你们的助理做好准备提交报告。

此致

敬礼！

托尼·蔡

宣布培训计划 Announcement of Training Programme

经典范文 **Model**

Subject : New Training Programme

Dear everyone ,

“Your Computer, Your Workhorse”

Jane of Human Resources will be offering training entitled “Your Computer, Your Workhorse” on Thursday, October 14, at 6:30 p. m. in the conference room. The course is designed to familiarize employees with the word processing programme we use at Shanghai, as well as treat any computer phobias you may have. Jane tells me she will serve light refreshments to help loosen up your fingers for the keyboard. This training is voluntary and on your own time. Please be courteous and give Jane a call to confirm your attendance.

Regards ,

Matthew Lu

主题：新的培训计划

致全体员工：

“你的计算机，你的主劳力”

人力资源部的简将于10月14日星期四下午6点半在会议室组织一次名为“你的计算机，你的主劳力”的培训。本次培训的目的是让员工熟悉我们在上海地区使用的文字处理程序，同时解决有些同事的电脑恐惧症问题。简告诉我，她会准备一些零食和饮料，让你们在敲击键盘之前用来放松手指。此次培训安排在大家的非工作时间，遵循自愿参加的原则。欢迎大家踊跃报名。有意者请致电简以确认参加。

此致

敬礼！

马修·陆

通知放假 **Announcing Holidays**

经典范文 **Model**

Subject : Spring Festival holidays

Dear all ,

Next year's Spring Festival holidays will be from Friday January 16 to Sunday February 1 inclusive. All offices will be closed from Thursday January 15 at 5:30 p.m.and we will reopen on Monday February 2 at 8:30 a.m.

We wish all our employees a happy and healthy holiday season.

Best wishes ,

Jiang Guiying

主题：春节放假

致全体员工：

明年的春节假期将从1月16日星期五开始到2月1日星期日为止。
公司所有的办公室将于1月15日星期四下午5点30分关门，并将于2月2日星期一上午8点30分重新开门办公。

我们祝愿全体员工过一个快乐健康的节日。

谨致问候

江桂英

通知聚会 **Announcing Parties**

经典范文 **Model**

Subject : Annual staff party

Dear Colleagues ,

In order to celebrate the founding of our company, we are going to hold our annual staff party and dinner.

Time : 6:30 p. m.to 8:30 p.m. , on September 29 , Tuesday

Venue : Dafengyuan restaurant

Please kindly reply to me before this Thursday, September 24 , about whether you would like to join it. Thank you very much !

Looking forward to your reply soon.

Best regards ,

Yours sincerely ,

Cherry Ruan

主题：年度员工聚会

致全体同人：

为了庆祝公司的生日，我们将举办公司全体员工聚会暨晚宴。

时间：9月29日星期二下午6点30分至8点30分

地点：达丰源酒楼

敬请于9月24日之前回复此信，告知是否愿意参加此活动。非常感谢！

望尽快回复。

奇瑞·阮谨启

费用报销 Reimbursement of Expenses

经典范文 **Model**

Subject : Monthly expenses

Dear Colleagues ,

This is just a reminder that all requests for expenses should use the official expenses form to which all invoices for costs incurred should be attached. This can be obtained from the Finance department. Please make certain that any month's expenses should first be approved by your supervisor/manager and should be submitted by the 8th of the following month to the Finance department. Payment will be made on the 25th.

Failure to meet this deadline may result in payment being delayed.

Kindest regards ,

Huang Binghui

主题：月度费用支出

致各位同人：

此信要提醒各位：所有费用支出的报销必需使用正式的费用支出表，所有消费发票应该附在此表后。该表可以到财务部领取。请确保所有要报销的月度支出都首先由你们的主管或经理批准，并于下月8日之前交到财务部。25日为报销款的发放日。

错过了截止日期将会延误报销款的发放。

此致

敬礼！

黄炳辉

清理办公桌政策 **Clean Desk Policy**

经典范文 **Model**

Subject：Clean Desk Policy

Dear Colleagues ,

In order to create a healthy and friendly working environment, we are going to operate a Clean Desk Policy (CDP) within the company, effective next Monday.

The main purposes of CDP are：

1.To create a pleasant environment for everyone in the office.

2.To prevent classified information from being inappropriately leaked.

3.To impress our clients as a sign of our efficiency and effectiveness when they visit our office.

4.To reduce the risk of loss of any personal possessions During working hours, all staff will exercise the necessary attention in maintaining a tidy workplace.

At the end of each working day all staff shall tidy their desks and remove all unnecessary articles.

If you have any questions regarding this new policy, please contact Susanna Li immediately.

Best regards ,

David Yang

主题：清理办公桌政策

致全体员工：

为了创建一个健康良好的工作环境，我们即将在公司内部实行清理办公桌政策（CDP），从下星期一开始生效。

清理办公桌政策的主要目的是：

1.为办公室里的每个人创造一个舒适的环境。

2.防止管理不当泄露保密文件。

3.使到访的客户对我们的办事效率以及工作成效有个好印象。

4.减少员工们丢东西的风险。

在工作时间里，所有员工都要自觉地维持整洁的工作环境。

下班前，所有员工都应整理好办公桌，清理掉所有无用的东西。

如果你们有哪些关于这个政策的问题，请立刻与苏珊娜·李联系。

此致

敬礼！

大卫·杨

新分店开张 **Opening a New Branch**

经典范文 **Model**

Subject : New branch opening

Dear customers ,

It is my great honor to announce a new branch of Oriental Jeans to be opened on August 8th in the South Point of the Fortune Plaza.

As an opening celebration, we will be awarding a special 50%discount to the first 10 customers, every day, from August 8th.

We very much look forward to seeing you as one of those special distinguished customers.

The address of the new Oriental Jeans store is : 8F, South Point Fortune Plaza , 288 Hunan Road, Shanghai.

Yours sincerely ,

Chang, Wei Min

主题：新分店开张营业

亲爱的顾客：

我很荣幸地宣布，Oriental Jeans公司的一个新分店将于8月8日在财富广场的南面开张营业。

为了庆祝新店开张，从8月8日起，我们每天将给予前10位顾客50%的优惠。

我们期望您成为这些幸运顾客之一。

Oriental Jeans公司的新店地址是：上海湖南路288号，财富广场南面。

常为民谨启

地址变更 **Change of Address**

经典范文 **Model**

Subject : Change of address

Dear Sir ,

We are moving to larger and more modern offices. Our new address is :

Shanghai Corporation

648 Lupin Lu

Shanghai

Postcode

Telephone 12345678

Please amend your records accordingly.

Yours sincerely ,

Ron Ming

主题：地址变更

敬启者：

我们即将搬入更大、更现代化的办公室。我们的新地址是：

上海市鲁品路648号

上海公司

邮政编码：

电话：12345678

请相应地修改您的通信录。

罗恩·明谨启

合并 Mergers

经典范文 Model

Subject：Merger announcement

The two leading convenience store companies, Alpha Shop Co. , Ltd (AS) and Beta Store Co. , Ltd (BS) will officially merge on April 12 , 2010.

The new company will be renamed Alpha Beta Chain Store

Co. , Ltd (ABCS) .

The new organizational structure reflects a significant change from a regional focus to a customer oriented focus. With centralized procurement and management, ABCS will be able to reduce costs and provide customers with higher quality products at cheaper prices.

Customers will find they have more choice and lower prices through this ABCS Merger.

For more information please contact :

Peter Ling

PR Director

主题：合并声明

Alpha Shop有限公司和Beta Store有限公司这两家主要的便利店公司将于2010年4月12日合并。

新公司将命名为Alpha Beta连锁店有限公司。

新的组织结构反映出一个显著的变化，即从以区域为重点的结构转变为以顾客导向为重点的结构。通过集中采购和管理，Alpha Beta连锁店有限公司将能够降低成本，并且为广大消费者提供更高质量、更低价格的商品。

广大消费者将会发现，通过此次合并，他们得到了更多的选择和更低的价格。

想了解更多信息，请联系彼得·刘（公共关系总监）。

停电 Power Shutting Down

经典范文 Model

Subject : Power shutting down

Dear employees ,

We have just learned that there will be a temporary power shutdown tomorrow from 10 a. m.to 3 p.m.

Please make sure that all computer files are fully backed up by 9:30 a. m.and that all electrical appliances are switched off.

We are sorry for this inconvenience and hope that it will not interfere with the smooth running of our business.

Yours sincerely ,

George Yan

主题：停电

致全体员工：

我们获悉从明天上午10点至下午3点，这里将会临时停电。

请大家确保所有电脑中的文件在上午9点30分前都做了备份，且所有的电器设备都已关闭。

对于由此带来的不便，我们非常抱歉，同时希望这次停电不会对我们公司的平稳运作带来影响。

乔治·严谨启

公司介绍 Company Introduction

公司介绍——制造业 Company Introduction——

Manufacturing Industry

经典范文 Model

Subject : Guangzhou Machinery Co.Ltd

Dear Sir ,

Guangzhou Machinery Co. , Ltd. was established in 1994.After 16 years of development, it has become one of the largest plastic machinery manufacturers in the world, enjoying a revenue base reaching US\$15 billion.The company is recognized as one of the industry's pioneers and has achieved certification of the CE, ISO 9001 International Quality Standard and the ISO14001 for its Environmental Management System.

Guangzhou Machinery Co. , Ltd. is famous for its high quality products, its good service, competitive pricing, and efficient and energy saving machinery, all of which have led to our business expanding throughout the world.Currently, we have three manufacturing plants ; one based in Guangzhou and others in Zhejiang and Fujian.In addition, we have representative offices, and service centers, in 65 other countries.

“Your satisfaction is our mission.”—Guangzhou Machinery Co. , Ltd. is dedicated to delivering high quality products and services to all our industrial clients, and thus become a totally reliable partner with your business.

Yours sincerely ,

Ethan Hu

CEO

Guangzhou Machinery Co. , Ltd.

主题：广州机械有限公司

敬启者：

广州机械有限公司成立于1994年。经过16年的发展，我公司已经成为世界上最大的塑料生产设备制造商之一，年主营业务收入可达150亿美元。本公司是公认的本行业的领军人物之一，并已通过了欧盟安全认证、ISO9001国际质量标准认证以及ISO14001环境管理体系认证。

广州机械有限公司以它高质量的产品、出色的服务、有竞争力的价格以及高效节能的机械设备闻名遐迩，所有这些优势已使公司的业务遍及全世界。目前，我们拥有3个工厂，一个在广州，另外两个分别位于浙江和福建。另外，我们还在世界上其他65个国家设有代表处和服务中心。

“您的满意是我们的目标”——广州机械有限公司致力于为我们的工业客户提供优质的产品和服务，并就此成为您百分之百可靠的业务伙伴。

伊森·胡谨启

首席执行官

广州机械有限公司

公司介绍——旅游服务 Company Introduction— Tourism Service

经典范文 Model

Subject : Suming travel corporation

Dear Sir ,

Suming Travel Corporation (STC) is one of the largest tourist conglomerates in China. With tourism as its main business, STC is able to offer coordinated services in travel arrangements, hotel accommodation, shopping excursions, transportation, dining, and function requirements. Since its foundation, STC has established the full spectrum of service in the tourism industry. Through its unique business model, STC is able to integrate the primary business requirements to provide a service of maximum efficiency.

Travel Service : Suming International Travel & Tours has more than 300 branches/affiliates/sales offices and 1 , 200 professional tour guides in China. We provide high quality services to all local and foreign tourists. The “Travel Now” website provides a wide range of choices and is an ideal source for backpackers.

Driven by the rapid growth of China's economy, the travel and tourism industry is booming. Suming Travel Corporation can provide a close and amicable working relationship with friends all over the world, in exploring the tremendous opportunities available in China's tourism industry !

Yours sincerely ,

Julia Wang

PR Director

Suming Travel Corporation

主题：苏明旅游有限公司

敬启者：

苏明旅游有限公司是中国最大的旅游综合性企业之一。以旅游为主要业务的苏明旅游有限公司能够提供安排旅行、酒店住宿、观光购

物、交通、餐饮以及满足商务活动需求等一系列的综合服务。自成立以来，苏明旅游有限公司已建立起一个全方位的旅游综合服务体系。并且，我们独一无二的经营模式使我们能够整合最主要的商业需求，从而为客户提供最高效的服务。

旅行服务：苏明国际旅游有限公司在中国拥有300多个分部/办事处/销售处以及1200名专业导游。我们为所有国内外的旅游者提供高质量的服务。“Travel Now”网站提供广泛的出行选择，同时也是背包客（自助旅行者）理想的资料来源。

在中国经济快速增长的促进下，旅游业正在蓬勃发展。苏明国际旅游有限公司愿与世界各地的朋友发展亲密友好的工作关系，共同探索中国旅游业所蕴含着的巨大商机。

朱莉娅·王谨启

公共关系总监

苏明旅游有限公司

公司介绍——进出口公司 **Company Introduction** **—Import & Export Co.**

经典范文 **Model**

Subject : Yantai Food and Beverage Import & Export Co.Ltd.

Dear Sir ,

Since our establishment in 1990 , Yantai Food and Beverage Import & Export Co. , Ltd. has dedicated itself to becoming a bridge between manufacturers and customers. With our rich experience and abundant worldwide resources, we are able to offer our clients in South East Asia the best and newest products at the most reasonable prices. We are totally confident of satisfying our customers ever

changing needs and, as a result of this service, we have earned an enviable reputation as a well recognized food and beverage importer/exporter catering to more than 1 , 000 clients.

Yantai Food and Beverage Import & Export Co. , Ltd. is the franchised distributor of a number of famous brands and products. If you are a qualified supplier with good products, we look forward to working with you in delivering high quality products to the customer. If you are an importer who wants to buy good products at a reasonable price, Yantai, with its extensive range of products, can be your most reliable business partner.

Being a professional and dedicated food and beverage dealer, Yantai will always strive to offer top class products, and services, to our clients.

Yours sincerely ,

Jack Cao

Sales Director

Yantai Food and Beverage Import & Export Co. , Ltd.

主题：烟台食品饮料进出口公司

敬启者：

自1990年成立以来，烟台食品饮料进出口公司致力于成为生产商和消费者之间的桥梁。拥有丰富的经验以及世界范围内的众多资源，使我们能够为东南亚客户提供价格最合理同时也是最好最新的产品。我们完全有信心满足消费者不断变化的需求。也正是这样的服务为我们赢得了令人骄傲的声誉，使我们成为供应1000多个客户的众所周知的食品饮料进出口商。

烟台食品饮料进出口公司是许多知名品牌和产品的专营分销商。如果你们是拥有优质产品的供货商，我们盼望着与你们合作，把高质量的商品提供给消费者。如果你们是想以合理价格购买好产品的进口商，产品种类繁多的烟台公司能够成为你们最可靠的商业伙伴。

作为专业的同时也是专注的食品饮料经销商，烟台食品饮料进出口公司将会一直努力为客户提供上乘的产品和服务。

杰克·曹谨启

销售总监

烟台食品饮料进出口公司

公司介绍（简介） **Company Profile (Brief)**

经典范文 **Model**

Subject : Abix Technologies

Company Profile

Abix Technologies is a joint venture company headquartered in Shanghai, that provides technological solutions to wastewater problems.

Abix specializes in designing applications for disinfecting wastewater using environmentally safe, cost-effective alternatives to chlorination.

Since its incorporation in 2001 , Abix Technologies has been committed to creating long-term solutions to environmental problems through

·Focused research into commercial applications for disinfecting wastewater.

·Innovative design and engineering of products for disinfecting water in municipal, industrial, commercial, and residential systems.

·Quality manufacturing and effective distribution of these technologies.

Our markets include the Mainland, Hong Kong and Taiwan. With offices in Shanghai, Hong Kong, and Taipei, we are able to respond quickly and effectively to customers'needs.

Abix Technologies is known for sound research and development of quality systems custom designed to meet customer demands. We are committed to ethical marketing practices and to professional service.

For more information, contact our Customer Service Department at Abix Technologies , 121 Wuhan Road, Shanghai.

Phone : (542) 555-0298 , Fax : (542) 555-0297 ,

E-mail : abix@businet. org

主题 : Abix科技公司

公司简介 :

Abix科技公司是一家合资企业 , 总部设在上海 , 主营业务是针对废水问题提供技术解决方案。

Abix科技公司提供专业的设计方案 , 应用环保且成本低、效益高的废水消毒法代替氯化法。

自2001年成立以来 , Abix科技公司一直致力于建立长期的环境问题解决方。具体工作包括以下几方面 :

·重点研究污水净化的商业应用。

·创新设计用于市政、工业、商业和民居系统中的污水处理产品。

·制造高品质的设备并有效地分配污水处理技术。

我们的市场包括中国大陆、香港和台湾。我们在上海、香港和台北设立了办事处，这使我们能够对客户的需求做出快速、有效的反应。

Abix科技公司以强大的研发实力而闻名，我们设计的高质量系统可以满足不同客户的需要。我们致力于道德的营销活动，并提供专业的服务。如需要更多资讯，请与Abix科技公司客户服务部联系。地址：上海市武汉路121号。

电话：（542）555-0298 传真：（542）555-0297

邮箱：abix@businet.org

发布消息 **Press Release**

经典范文 **Model**

Subject : Sunxang was voted Best Innovator of 2009 for the third time in a row Beijing, China 16 Jan , 2010 : The Sunxang Corporation, as the leading car manufacturer, was voted the“Best Innovator of 2009”for the third time in a row.The“Global Innovation Survey”was conducted by the International Auto Manufacturer Association (IAMA) after polling more than 3 , 200 industry experts.

“This award was the best recognition of our achievements in the R & D sector” , said Keith Miller, CEO of Sunxang.“R & D, and innovation, has become the key contributors to our sales growth. It costs a lot, but the returns more than justify the expenditure.”

According to IAMA, Sunxang is famous for its“innovation process” , which can leverage the full potential from the value

chain in generating new ideas. Sunxang has the ability to effectively convert these creative concepts into real value assets.

Almost 80%of the experts surveyed were aware of Sunxang's approach, and more than half of them believed that the innovation process was the most important invention of the automotive industry in 2009.

About Sunxang

Founded in 1972 , Sunxang Corporation is the leading auto manufacturer specializing in the design and creation of luxury passenger vehicles. The company has 12 factories and 3 R & D centers employing more than 28 , 000 people, worldwide.

Contact Information :

Edward Turner

Tel : 8019926306

Email : Edward_t@sunxang. com

主题：孙祥公司获得2009年度最佳创新奖实现三连冠

2010年1月16日，中国北京：汽车制造业的领军人物——孙祥公司被评为“2009年度最佳创新奖”，这是他们连续第三次夺冠。国际汽车制造业协会主办的“全球创新调查”采用问卷方式调查了3200多位业内专家。

“这个大奖是对我们研发部门所取得的成绩的最充分的肯定，”孙祥公司的首席执行官基思·米勒说道，“研发与创新已经成为我们销售增长的关键因素。研发的成本很高，但是所带来的回报远远地超过了这些必要的支出。”

按国际汽车制造业协会的说法，孙祥公司以它的“创新过程”而闻

名，这个过程可以从产生新点子的价值链中发掘出全部的潜在资源。孙祥公司有能力将这些有创意的概念转变成真正有价值的资产。

几乎80%参与调查的专家都知道孙祥公司的方法，而且半数以上的专家都相信这个创新过程是2009年汽车制造行业最重要的发明。

关于孙祥公司：

创立于1972年的孙祥公司是行业内领先的汽车制造商，它专门设计和生产豪华客车。该公司拥有12个工厂和3个研发中心，在全世界拥有28000多名员工。

联系方式：

爱德华·特纳

电话：8019926306

邮箱：Edward_t@sunxang.com

发布（好消息） Press Release（Good News）

经典范文 Model

Subject：Shanghai Corporation profits record third successive rise

FOR IMMEDIATE RELEASE

Shanghai Corporation is pleased to record a third successive rise in profits for the third year in succession. Profits topped 3.1 million for 2009 following 2.8 million in 2008 and 2.5 million for 2007. Turnover increased to 42 million in 2009, up from 35 million in 2008 and 29 million in 2007.

Ken Ma, the CEO, said that 2009 was the best year ever but expected profits and turnover to show a slight increase in 2010.

Although exports in 2010 may fall a little Ma expected domestic demand to rise sharply.

主题：上海公司利润连续第三年增长

即时发布：

上海公司很高兴见证了3年来的利润三连涨。2009年度公司利润达到310万元，2008年度为280万元，2007年度为250万元。营业额从2007年度的2900万元和2008年度的3500万元上升到2009年的4200万元。

公司首席执行官肯·马表示，迄今为止，2009年是业绩最好的年份，而且，预计2010年的利润与营业额还会略有增长。尽管公司2010年的出口可能会下降一些，但是，马先生估计国内的需求会有很大的增长。

发布（坏消息） **Press Release (Bad News)**

经典范文 **Model**

Subject : Shanghai international announces corporate reorganization

FOR IMMEDIATE RELEASE

Shanghai International

For more information contact :

Jane Lee 555-5555

SHANGHAI INTERNATIONAL ANNOUNCES CORPORATE
REORGANIZATION

Shanghai International announces a corporation-wide freeze on new hiring, effective January 1. Shanghai's spokesperson, Jane Lee,

says that this policy measure is being enacted in an effort to curb revenue losses of the past three years. Shanghai, the largest employer in Shanghai, with offices, production plants and warehouses in both Shanghai and Ningbo, employs over 20 , 000 people. The freeze will act in conjunction with several internal reorganization measures set to streamline management in all salaried divisions. Workers in hourly positions will also see nominal reorganization in their departments. No layoffs are scheduled to take place as part of the reorganization.

Jane Lee states that the corporation has sought the advice of an outside consultant responsible for the successful reorganization strategies of such multinational interests as the Shanghai Group. The reshuffling will necessitate some personnel retraining. To this end, Shanghai has hired a team of corporate educators specializing in this type of transition. A company analyst states that the hiring freeze should last no longer than three months, the amount of time allotted for the completion of all the steps of the reorganization. Volume, quality and pricing of shipments leaving Shanghai's plants will be unaffected by the changes. A more efficient operation will greatly benefit everyone directly and indirectly associated with Shanghai International. The improved corporate fitness will give Shanghai International the boost it needs to continue as a leader in the industry well into the twenty-first century.

主题：上海国际公司宣布公司改组

即时发布：

上海国际公司

欲了解更多信息，请联系：

简·李555-5555

上海国际公司宣布公司改组

上海国际公司宣布在全公司范围内暂时停止雇佣新员工，该措施自1月1日起生效。上海国际公司发言人简·李表示，该方针的付诸实施是为了遏制公司3年来的收入损失。上海国际公司是上海地区最大的用人单位，连同其在上海和宁波的办公室、加工厂以及仓库，共有两万多名员工。这项冻结措施将和几个内部改组措施一起实施，这些内部改组措施主要涉及在所有的有薪水开支的部门开始执行直线型管理。计时制的工人会发现他们的部门只是名义上的重组。下岗措施并没有列在此次改组计划之内。

简·李表示，公司已经征求了一位外部顾问的意见，他曾成功地为像上海公司一样的跨国公司筹划过重组方案。本次重组需要公司重新培训员工，为此，上海国际公司已经聘请了一个企业培训师小组，他们专门从事这类转型所需要的培训。公司的一位分析师表示，雇佣冻结计划将不会超过3个月，重组的全部工作完全可以在这段时间内完成。公司各工厂的出货数量、质量以及价格都不会因为这些变动受到影响。改组后，效率更高的公司运营将极大地惠及那些直接或间接与我们有业务往来的公司。此次改进将赋予上海国际公司更大的活力，使其继续保持行业领导者的地位，昂首迈进21世纪。

宗旨声明 Mission Statement

经典范文 Model

Subject : Our mission statement

The following are what we believe are our core values :

Customers : We believe in creating loyal customers by creating a superior product and providing excellent after-sales service.

Employees : We believe our continued success lies in teamwork

and the opportunity each team member has to learn, develop and grow.

Direct Relationships : We believe in being direct in all we do. We are committed to behaving ethically, responding to customer needs in a timely and reasonable fashion and fostering and developing effective relationships with customers, clients and colleagues.

Global Citizenship : We believe in participating responsibly in the global marketplace.

Winning : We have a passion for winning in everything we do.

Bill Zhang

CEO

主题：我们的宗旨声明

下列各项是我们所坚信的核心价值：

消费者：我们相信，提供超一流的产品和出色的售后服务会带来忠实的消费者。**员工：**我们相信，我们不断成功的关键在于团队合作，以及团队中的每个人都有学习、发展和成长的机会。

直接联系：我们在所有的行动中都信奉直接原则。我们致力于采取符合道德的行为，迅速合理地对顾客的需求做出反应，并且与消费者、客户以及同事们建立有效的关系。

世界公民：我们会负责任地参与国际市场的运作。

成功：我们热衷于在一切事情上追求卓越。

比尔·张

首席执行官

质量控制原则声明 Policy Statement on Quality Control

经典范文 Model

Subject : Quality control

Dear all ,

Many companies believe that Quality Control begins with inspection of the final product. However, we at Shanghai Corporation believe the opposite.As W.Edwards Deming said , “Quality begins in the boardroom.”In other words, quality has to start from the top and be built in at every level of production or process.Quality is pride of workmanship, whether that person is CEO, Departmental manager, office employee or factory worker.We believe that quality results in lower prices for our customers because if we get our product right the first time then this removes the need for any costly repair work.A quality product leads to loyal customers who expect and receive the best from us.Our motto is“Quality, first, foremost and forever.”

Sincerely ,

Alex Wang

CEO

Shanghai Corporation

主题：质量控制

致全体员工：

许多公司认为质量控制是从检验最终产品开始的。然而，我们上

海公司的观点正好相反。正如W.爱德华兹·戴明所说，“产品质量发端于董事会。”也就是说，产品质量必须从上层开始重视，并且根植于生产加工的每一个层面。产品质量是值得每个劳动者引以为豪的，无论他/她是首席执行官、部门经理、办公室职员还是工人。我们相信，好的产品质量会给我们的消费者带来更低的价格，因为，如果我们一开始就把产品做好，就将省去所有昂贵的修补费用。高质量的产品能够带来忠实的消费者，他们期待着我们提供最好的产品，并且能够从我们这里得到最好的产品。我们的宗旨就是“质量领先，质量至上，质量恒久”。

亚历克斯·王谨启

首席执行官

上海公司

会议相关的文书写作 Writing About Conferences

会议通知 Conference Notice

经典范文 Model

Subject : International E-business Conference

Dear all ,

A Conference organized by the China Business Association will be held at Tsinghua University, Beijing, Friday the 8th-Sunday the 10th April , 2011. The International E-Business Conference will consist of a keynote speech, a technical seminar and a thesis forum. Except for the opening address delivered by the government representative in the Opening Ceremony, corporate leaders, officials and scholars who are engaged in promoting China's E-Business will give the keynote speeches.

E-Business provides a valuable opportunity for cooperation and communication by domestic and overseas manufacturers and service providers. The Conference will push forward the development of the modernization of China's businesses and take advantage of China's business market perspective.

Further details on speakers and papers will be circulated in Autumn.

Yours sincerely ,

Mark Cao

Conference Organizing Secretary

主题：国际电子商务会议

致全体员工：

由中国商业协会主办的国际电子商务会议将于2011年4月8日星期五至10日星期日在清华大学举行。此次会议将包括主题发言、技术研讨会和论文讲坛三部分。除了开幕式上有政府代表致开幕辞外，致力于推广中国电子商务的企业负责人、政府官员以及专家学者都将做主题发言。

电子商务提供了一个国内外制造商和服务供应商合作与交流的宝贵机会。本次大会将推动中国商业现代化的进一步发展，并拓展中国商业市场的前景。

有关发言者和论文的详细情况将于今年秋天发布。

马克·曹谨启

会议组委会秘书长

会议邀请 Invitation to Conference

经典范文 Model

Subject : 15th Sales and Marketing Conference

Dear Mr. Bin ,

We are inviting you to attend the 15th Sales and Marketing Conference which will be held in Hangzhou from Friday April 30 to Thursday May 6 , 2009. This year, the conference has been designed to address the needs of a wide variety of Sales and Marketing professionals in the consumer goods sectors of Food & Beverage, Home Care & Hygiene, Beauty Care, Consumer Electronics, Consumer Durables, Pharmacy and OTC products. The targeted participants will be Senior Sales personnel, Commercial and Modern Trade Directors, Trade, Customer and Channel Marketing Directors plus Managers and Principals of key accounts in channel development, sales planning, customer, and market operations.

Topics for discussion, case studies, speaker profiles and the timing, in detail are in the attachment.

For sponsorship or registration, please contact Louisa Maze.

Best regards ,

Louisa Hui

Conference Director

主题：第15届市场销售与营销大会

亲爱的宾先生：

我特此邀请您参加第15届市场销售与营销大会。大会将于2009年4月30日星期五至5月6日星期四在杭州举行。今年大会的主题是解

决部分消费品行业对各种市场营销专业人士的需求，这些行业包括餐饮行业、家庭护理及卫生行业、美容业、消费电子行业、耐用消费品行业、药品与非处方药行业。受邀参加会议者包括高级销售人员，商业及现代贸易总监，贸易、消费者及渠道营销总监，以及渠道开发、销售策划、消费者和市场运营部门的大客户经理及主任。

讨论的主题、案例分析、发言者的背景资料以及发言时间等细节请参阅附件。

欲提供赞助或登记与会者，请与路易莎·美兹联系。

此致

敬礼！

路易莎·许

会议负责人

邀请嘉宾做主题发言人 **Inviting Someone to Be the Keynote Speaker**

经典范文 **Model**

Subject : 15th Sales and Marketing Conference

Dear Mr. Yeung ,

We would be honored if you would accept our invitation to be the keynote speaker at the opening ceremony of the conference which will be held in Hangzhou from Friday April 30 to Thursday May 6 , 2010. We are well acquainted with your excellent work, your deep insights and your articles in various famous business magazines. We believe your acceptance of this invitation as the keynote speaker will set the perfect tone for our conference. We

expect an attendance of about 300 guests. These will include government officials, industry experts, business leaders and journalists.

We have attached the complete details of the opening ceremony for your reference.

We look forward to your favorable reply and would very much appreciate your participation in the conference.

Sincerely ,

Louisa Hui

Conference Director

主题：第15届市场销售与营销大会

亲爱的杨先生：

如果您能接受我们的邀请，在我们的会议开幕式上做主题发言，我们会感到无比的荣幸。大会将于2010年4月30日星期五至5月6日星期四在杭州举行。我们已久仰您的杰出业绩和深刻见解，并且拜读过您在数家知名财经杂志上发表的文章。我们深信，如果您赏光接受我们的邀请，这将对大会主题的最佳诠释。我们预计会有300多位嘉宾到场。他们当中包括政府官员、行业专家、企业领导以及媒体记者。

我们敬候您的佳音，如能光临大会，我们将不胜感激！

路易莎·许谨启

会议负责人

接受邀请 Accepting the Invitation

经典范文 Model

Subject : Re : 15th Sales and Marketing Conference

Dear Miss Hui ,

Thank you for inviting me to be the keynote speaker at your conference on Friday April 30 , 2010.

As you know, I have a great interest in Sales and Marketing, both in China and worldwide, and have written several books and many articles on these topics.

It is therefore with great pleasure that I accept your invitation.

Sincerely ,

John Yeung

主题：回复：第15届市场销售与营销大会

亲爱的许小姐：

谢谢你邀请我在你们于2010年4月30日星期五召开的会议上做主题发言。如你所知，我对国内外的市场营销领域有很大兴趣，而且，我还就此方面的问题写过几本书和一些文章。

因此，我非常高兴地接受你的邀请。

约翰·杨谨启

拒绝邀请 Refusing the Invitation

经典范文 Model

Subject : Re : 15th Sales and Marketing Conference

Dear Miss Hui ,

Many thanks for your email inviting me to be the keynote speaker at your conference on Friday April 30 , 2010.

Much to my regret, I shall not be able to honour the invitation because I will be in Seattle, USA then.

I wish you and your conference every success and I am sure that it will greatly exceed your expectations.

Sincerely ,

John Yeung

主题：回复：第15届市场销售与营销大会

亲爱的许小姐：

谢谢你给我发电邮，邀请我在你们于2010年4月30日星期五召开的会议上做主题发言。

但是非常遗憾，我无法接受你的邀请，因为届时我将正在美国的西雅图。我祝愿你和你们的大会取得圆满成功，而且我敢肯定大会的成果一定会令你喜出望外。

约翰·杨谨启

会议议程 **Conference Agenda**

经典范文 **Model**

Subject：Conference Agenda

Nov 18th

8:45-9:00 Arrival

9:00-12:00 Department Head Presentations

(Session 1) All Senior Executives and Department Heads

Each Department Head has 45 minutes for presentation

12:05-1:45 Lunch & Break All participants

1:50-4:00 Department Head Presentations

(Session 2) All Senior Executives and Department Heads

Each Department Head has 45 minutes for presentation

4:00-4:30 Coffee Break All participants

4:30-5:30 Q & A CEO, CFO and Department Heads if required
respond to inquiries

6:00-8:00 Dinner

Nov 19th

8:45-9:00 Arrival

9:00-12:00 Senior Executives Discussion

All Senior Executives Provide Appraisal Results

12:00-1:30 Lunch & Break All participants

1:35-5:30 Feedback to each Department Head CEO, CFO and
COO, and Department Heads

6:00-8:00 Dinner and Awards All participants

Notice

1.A map of the location and means of transportation are attached.2.Please bring along the digital copy of your report for presentation.3.Please switch off your cell phone during the meeting.

4.In an emergency, please contact Laura Smith at xxx.

主题：会议议程

11月18日

8:45—9:00 抵达会场

9:00—12:00 部门领导演讲

（第一部分）所有高级管理人员及部门领导出席

每个部门领导有45分钟的演讲时间

12:05—1:45 全体与会者用午餐及休息

1:50—4:00 部门领导演讲

（第二部分）所有高级管理人员及部门领导出席

每个部门领导有45分钟的演讲时间

4:00—4:30 全体与会者会间休息

4:30—5:30 首席执行官、首席财务官以及部门领导回答提问时间

6:00—8:00 晚餐

11月19日

8:45—9:00 抵达会场

9:00—12:00 高级管理人员进行讨论

所有高级管理人员给出评估结果

12:00—1:30 全体与会者用午餐及休息

1:35—5:30 评估结果反馈给各部门首席执行官、首席财务官、首席运营官以及各部门领导

6:00—8:00 晚餐暨颁奖晚会全体与会者参加

通知

- 1.会场位置图和交通指南参阅附件。
- 2.请携带数字版的演讲报告。
- 3.请在会场内关掉手机。
- 4.有急事，请致电×××与劳拉·史密斯联系。

会议消息 **Conference Message**

经典范文 **Model**

Subject : Meeting objectives

- Review of business performance in 2009
 - Monthly update on the media exposure
 - Make a decision regarding investment opportunities
 - Evaluate market entry opportunities
 - Report of the latest marketing plan
 - Revision of the previous minutes :
- 1.The Executive Committee will pay a visit to Sydney in June,

rather than July.2.Media invitations will be prepared and sent for revision at the next meeting.

Topic 1 : Evaluate market entry opportunities

Conclusion : Market attractiveness has been confirmed by the Committee Members and the Planning Department will prepare the marketing plan before the next meeting.

After discussion, the Committee unanimously decided to appoint Robert Peterson as the Chief Representative in China.

Actions to be taken before the next meeting :

Prepare the meeting minutes and circulate for review-Joseph to do
Develop the marketing plan-Planning Dept. to do

Follow up with Mr. Leone's secretary to schedule a meeting-
Paul Schwartz to do

主题：会议的目标

·回顾2009年度的经营状况

·每月媒体曝光度的最新情况

·做出一项投资决策

·评价市场准入的商机

·报告最新的市场推广计划

·修订以前的会议记录：

1.执行委员会将于6月而不是7月到悉尼访问。

2.起草媒体邀请函，并在下次会议上征求修改意见。

话题1：评价市场准入的商机

结论：委员会成员已经确认了市场吸引力，并且，规划部将在下次会议前准备市场营销计划。

经过讨论，委员会一致决定任命罗伯特

·彼得森为驻中国首席代表。

下次会议前应采取的行动：

准备会议记录，并传阅——由约瑟夫实施

制订市场营销计划——由规划部实施

与利昂先生的秘书一起安排会议时间——由保罗·施瓦茨实施

感谢嘉宾发言 **Thanks for Making Your Speech**

经典范文 **Model**

Subject : Thanks for making your speech

Dear Mr. Homer ,

We felt greatly honored that you came all the way to Shanghai to attend our Anniversary Ceremony and deliver such a wonderful speech to our guests. On behalf of the shareholders of Shanghai Corporation, I would like to thank you for sharing your profound perspectives with us.

Just as you mentioned, globalization is an inevitable trend. Chinese companies must learn to be world citizens and integrate global resources for efficient production and distribution.

We were greatly motivated by your speech when you pointed

out that , “Shanghai's business strategy is perfectly in line with the mega trend of globalization and the development needs of small and medium enterprises in China.”

We fully agree with you that, small and medium enterprises will become the main driving force for the continuing and healthy development of the Chinese economy. We also believe that Shanghai's global financial network will contribute enduring value to the business success of SME's on a global scale. Your inspiring speech was a great incentive to us and we will strive to improve ourselves to better serve the Chinese market.

Please feel free to send me your receipts and expense report for immediate reimbursement.

Best regards ,

Allen Jones

President and CEO

Shanghai Corporation

主题：感谢您的发言

亲爱的荷马先生：

您远道而来参加上海公司的周年庆典，并且为我们的嘉宾做了精彩的讲话，对此我们深感荣幸。我在此代表上海公司的股东感谢您与我们分享您的真知灼见。

正如您所说，全球化是必然的趋势，中国企业必须学会成为世界公民，并且学会整合全球资源进行高效的生产和配置。

您在发言中说“上海公司的经营战略完全符合全球化的大趋势以及中国中小企业的发展需求”。这些话让我们备受鼓舞。

我们完全同意您的说法，中小型企业将成为我国经济健康持续发展的主要动力。我们还认为，上海的全球金融网络将为中小企业在全球范围内的成功经营提供持久的帮助。您的鼓舞人心的发言是对我们极大的鼓励。我们会努力提高自己，从而更好地服务中国市场。

请您在方便的时候寄给我您的消费收据以及费用报表，以便立即给您报销。

此致

敬礼！

艾伦·琼斯

总裁兼首席执行官

上海公司

提出邀请 **Making an Invitation**

经典范文 **Model**

Subject : Conference

Dear friends and colleagues ,

You are cordially invited to attend the 15th Annual Conference on International Marketing which will be held at the Hangzhou Trade Center from Friday September 15th to Sunday September 17th , 2010.

There will be seminars on Globalization, Emerging New Markets and Crossing Trade Barriers. The opening keynote speaker will be Professor Jim Tasker from the Harvard Business School.

If you would like to attend the conference, please complete the

attached form and email or fax it back to me by August 31st.

Please visit the conference website at www.marketconference.sina.com for further information.

I look forward to seeing you all there.

Sincerely ,

Jane Chou

Conference Organizer

主题：会议

亲爱的朋友们、同事们：

我们盛情邀请你们参加第15届国际营销年会，会议将于2010年9月15日星期五至17日星期日在杭州贸易中心举行。

会议内容包括全球化、新兴市场的崛起和跨越贸易壁垒三个主题研讨会。哈佛商学院的吉姆·塔斯克教授将做开幕式的主题发言。

如果有意参加该会议，请于8月31日前填好后附的表格，并以电子邮件或传真的方式发给我。

欲了解更多资讯，请访问该会议的网站
www.marketconference.sina.com。盼望着和大家会场相见。

简·周谨启

会议组织者

回复邀请 Replying to an Invitation

经典范文 Model

Subject : Re : Conference

Dear Ms. Chou ,

Thank you very much for inviting me to your 15th Annual Conference on International Marketing. I am happy to attend and please see the attached completed conference form. Could you please confirm my registration and also suggest some 3 star hotels.

I am sure this year's conference will be a tremendous success and I look forward to seeing you there.

Yours truly ,

Amanda Lin

主题：回复：会议

亲爱的周女士：

非常感谢你邀请我出席第15届国际营销年会，我很愿意参会。会议报名表已经填好并附在后面，请确认我的报名。另外，你可不可以为我推荐几个三星级酒店？

我敢肯定，今年的会议将会取得巨大成功，我期待着在会场里见到你。

阿曼达·林谨启

会后联系 **Post-Conference Contact**

经典范文 **Model**

Subject : Re : Re : Conference

Dear Ms. Chou ,

I tremendously enjoyed the conference last weekend, in particular the keynote speaker Professor Jim Tasker. Also the seminars on Globalization, Emerging New Markets and Crossing Trade Barriers were spot-on and I learned so much from them.

It was good to meet old and new friends as well as make some good business contacts. So I will definitely look forward to next year's conference in Suzhou.

Best wishes for the future.

Yours truly ,

Amanda Lin

主题：回复：回复：会议

亲爱的周女士：

我在上周末的会议上很尽兴，我特别欣赏主讲人吉姆·塔斯克教授的发言。另外，全球化、新兴市场的崛起以及跨越贸易壁垒这三个研讨会定位十分恰当，我从中受益匪浅。

能与新老朋友见面，而且还能建立一些有价值的业务联系，真是再好不过了。因此，我非常期待明年在苏州举行的下一届会议。

祝万事如意！

阿曼达·林谨启

联系客户 Connecting with Clients

**邀请客户访问公司 Inviting a Client to Visit the
Company**

经典范文 Model

Subject : Shanghai visit

Dear Mr. Chan ,

Following our pleasant discussion last week, I would like to invite you to visit our head office and manufacturing factory in Shanghai. As proposed, your visit would cover the 2 days starting from the 17th of November to November the 18th.

The Shanghai facility is designed to produce top class components which can meet even the most rigorous international quality requirements. Through the extensive use of advanced hardware and software, the whole facility only needs 20 staff for system control and supervision.

Please see the following agenda for your review :

November 17th

9:00-9:30 Arrival

9:45-11:45 Headquarters visit

12:00-1:30 Welcome lunch

2:00-4:30 Meeting with CEO

5:30 Dinner

November 18th

9:00-11:30 Factory visit and manufacturing introduction

11:45-1:30 Lunch

2:00-3:30 Distribution Center visit

4:00-5:30 Discussion

6:00 Dinner

We trust these arrangements will be satisfactory and look forward to the confirmation of your visit. We are confident this visit will demonstrate our strong capability and provide the proof of our reliability as a future supplier with your organisation.

We look forward to hearing from you soon !

Best regards ,

Mark Zhang

CEO

Winzhou Products

主题：访问上海

亲爱的成先生：

我想邀请您来访问我们在上海的公司总部和工厂，作为上周我们愉快商谈的延续。正如拟议的那样，您的访问时间一共两天，从11月17日起至18日结束。

我们在上海的设备是专门设计用以生产一流元件的，我们的产品可以达到最严格的国际质量标准。由于广泛使用了先进的硬件和软件，整个系统的控制和监督只需要20名工作人员。

您的议事日程如下：

11月17日

9:00—9:30抵达上海公司

9:45—11:45访问公司总部

12:00—1:30欢迎午宴

2:00—4:30与首席执行官会面

5:30晚餐

11月18日

9:00—11:30参观工厂以及生产过程

11:45—1:30午餐

2:00—3:30参观物流中心

4:00—5:30商谈

6:00晚宴

我们相信这些安排将会让您满意，期待着您确认您的访问。同时，我们相信这次访问会展示出我们强大的实力，并证明我们作为贵公司未来的供应商是可靠的。

盼望您尽快回复！

此致

敬礼！

马克·张

首席执行官

赢洲产品公司

客户的访问要求 A Client's Proposed Visit

经典范文 Model

Subject : Proposed visit during May

Dear Helen ,

As I am planning a visit to Qingdao during May 17 to 22 , I wonder if it is possible to include a visit to your company and factory then. I am very interested in introducing a new line for you as well as seeing your latest products. Please let me know if this time schedule is ok with you. There will be 3 of us in the party and if you could suggest a hotel that would be great.

Looking forward to seeing you.

Best regards ,

Tom Qu

CEO

Zanzan Co.

主题：拟议5月间的访问

亲爱的海伦：

由于我计划于5月17日至22日访问青岛，我想知道是否有可能在此期间安排我到贵公司以及工厂访问呢？我非常希望为您介绍一个新的产品系列，同时，我也希望看到贵公司的最新产品。请通知我这个时间是否适合您。我们一共有3个人，如果您能给我们推荐一家酒店，那就太好了。

期待着与您的会面。

此致

敬礼！

汤姆·曲

首席执行官

赞赞公司

回复客户的访问要求 **Responding to the Proposed Visit**

经典范文 **Model**

Subject : Re : Proposed visit during May

Dear Tom ,

I'm glad to hear that you will visit Qingdao and the timing is fine. Please let me know your flight number and arrival time and I will arrange to pick you up. There are several hotels you can choose from. I have attached a list for you. I look forward to seeing any new designs you have for us. We have recently launched some new products you may be interested in.

Looking forward to seeing you.

Kindest regards ,

Helen

主题：回复：拟议5月间的访问

亲爱的汤姆：

得知你将访问青岛，我很高兴，那段时间是合适的。请通知我你

的航班号和抵达时间，我会安排接机。这里有几家宾馆供你选择。我把名单附在后面了。

我盼望着能看到你带来的新设计。最近，我们也推出了一些新产品，你可能会对此感兴趣。

期待着你的光临。

谨致问候

海伦

更改来访时间 **Changing the Time of the Visit**

经典范文 **Model**

Subject : Re : Re : Proposed visit during May

Dear Helen ,

Unfortunately, I will be unable to arrive in Qingdao on the dates I previously mentioned as I have to fly to Wuhan then. Could we possibly reschedule it to earlier in the month, say May 9 to 12? Please let me know if this is ok?

Sorry about any inconvenience this may cause you.

Best regards ,

Tom Qu

CEO

Zanzan Co.

主题：回复：回复：拟议5月间的访问

亲爱的海伦：

很遗憾，我将无法于我前面提到的日期到达青岛，因为我必须在那个时候飞往武汉。我们能否把这个访问时间改在月初，比如说5月9日至12日？请通知我这个时间是否合适？

对由此可能给您造成的不便，我非常抱歉。

谨致问候

汤姆·曲

首席执行官

赞赞公司

宾馆预订 **Hotel Reservation**

经典范文 **Model**

Subject : Hotel reservation

Dear Sir or Madam ,

I would like to book 3 single rooms from May 9 to 12. Could you please tell me what your rates are?If possible I would like 2 smoking rooms and one non-smoking room.Could you please confirm whether you have any rooms available for those 3 nights? Also, please let me know what the check-out time is on the 12th?

I look forward to hearing from you soon.

Yours truly ,

Tom Qu

CEO

Zanzan Co.

主题：宾馆预订

敬启者：

我想预订三个单人间，时间是从5月9日到12日。请告诉我房间的价格。如果可能，我想预订两个可以吸烟的房间和一个无烟房间。请确认在那三个晚上是否有符合我们要求的空房间。另外，请告诉我12日那天具体的退房时间。希望尽快得到你们的消息。

汤姆·曲谨启

首席执行官

赞赞公司

感谢热情接待 **Expressing Gratitude for a Warm Reception**

经典范文 **Model**

Subject : Re : Re : Re : Proposed visit during May

Dear Helen ,

Thank you so much for meeting us at the airport and for looking after us so well during our visit.

I hope that you can manufacture our new designs according to our specifications and within cost limits. Please let me know the progress you are making on this. We really enjoyed the tour of the factory and certainly some of your new products interest us. We will be in touch with you about that very soon.

Again, thank you very much for the warm hospitality we

received, not just from you, but from everyone we met.

Best regards ,

Tom Qu

CEO

Zanzan Co.

主题：回复：回复：回复：拟议5月间的访问

亲爱的海伦：

非常感谢你前往机场迎接我们，同时感谢你在访问过程中对我们周到的照顾。我希望贵公司能按照我们的规格要求，并在我们的成本控制范围内制造出我们的新产品。请告知目前贵公司在此项目上的进展。我们非常满意这次工厂之行，当然我们也对贵公司的一些新产品很感兴趣。就此事，我们将很快与你联系。

再次由衷地感谢你以及我们访问中遇到的每个人对我们的热情款待。

此致

敬礼！

汤姆·曲

首席执行官

赞赞公司

访问后的跟进 Follow-up After the Visit

经典范文 Model

Subject : Re : Re : Re : Re : Proposed visit during May

Dear Tom ,

It was lovely to meet you and your two colleagues. I am sure that I had as much a good time as you all did. It was certainly a welcome break from the usual office routine !

I will keep you posted about the new prototype and please see the attached about our latest products. I am sure that we can come to some favourable terms on these.

If there is anything you want to know please contact me again.

Best regards ,

Helen

主题：回复：回复：回复：回复：拟议5月间的访问

亲爱的汤姆：

非常高兴与你及你的两位同事见面。我与你们一样对此次会面感到非常愉快。这次访问招待工作与乏味的办公室日常工作比起来无疑是一次让人欣喜的小憩！

我会随时让你了解到新样品的情况，请参阅后附的有关我们最新产品的介绍。我确信我们能够就此取得一些满意的结果。

如果您还希望了解其他什么情况，请再与我联系。

此致

敬礼！

海伦

致客户的第一封电邮 **First E-mail to a Client**

经典范文 **Model**

Subject : New designs

Dear Mr. Stewart ,

Please allow me to take the liberty of introducing myself. My name is Samuel Ling, and I am the Senior Sales Manager of Shanghai Corporation. Mr. David Rui suggested that I get in touch with you regarding a potential business opportunity.

We have been a manufacturer of high-end luxury shoes for over 10 years. At present, we are extending our range and we feel that you will be very interested in seeing our latest designs.

We have attached our latest catalogue for your inspection.

We would be very pleased to offer our services for your consideration. I will call your office to arrange a meeting in order to provide you with full details of our organisation and answer any queries you may have.

Yours sincerely ,

Samuel Ling

Senior Sales Manager

Shanghai Corporation

主题：新产品

亲爱的斯图尔特先生：

请允许我借此机会自我介绍一下，我叫塞缪尔·凌，是上海公司的

高级销售经理。大卫·芮建议我与您联系，探讨一下潜在的商业机会。

我们从事高端的豪华鞋制造已经10多年了。目前，我们正在扩大产品范围。我们认为您会对我们的最新产品感兴趣。

附上我们最新的产品目录，敬请检阅。

我们将非常荣幸地提供各种服务以供您参考。我会给您的办公室打电话，安排一次会面，以便为您提供我们公司的详细资料并回答您可能提出的任何问题。

塞缪尔·凌谨启

高级销售经理

上海公司

请客户写推荐信 **Asking a Client to Write a Recommendation**

经典范文 **Model**

Subject : Recommendation wanted

Dear Mr. Hong ,

Thank you for being one of our most valued customers. It has been our privilege to assist you in your major marketing campaigns and we are quite impressed by the rapid development of your organization over the past two years.

We are in the process of preparing a brochure, to include testimonials from our clients, which we plan to use for our marketing purposes. I was wondering if you can do me a favor by taking a few minutes to complete the attached survey. Your comments and feedback on the few questions involved are of great

importance to our firm.

We would greatly appreciate your authorization to share those comments with our potential clients. We would like to use the reference in our marketing material, such as, brochures, leaflets, pamphlets, advertisements, websites and direct mailing material.

Your importance to our organisation is very much respected and, if you have any reservations about allowing us to use your comments, please let us know.

Yours sincerely ,

Sean Chan

主题：恳请您写推荐信

亲爱的洪先生：

感谢您成为我们最尊贵的客户之一。一直以来，我们很荣幸地帮助您在您的主要市场开展营销活动。在过去两年中，贵公司的迅速发展给我们留下了很深的印象。

我们正在编制一本用于市场营销的宣传册，其中需要我们有客户的推荐信。我想知道您是否可以帮忙抽出几分钟的时间来填写随附的调查问卷。您对几个相关问题的意见和反馈对我们公司来说非常重要。

如果您授权我们把您的这些意见分享给我们的潜在客户，我们将不胜感激。我们希望将这份资料用于我们的营销宣传品，例如，宣传册、宣传单、小册子、广告、网站以及直接邮寄的宣传材料。

贵公司对我们来说非常重要，因此，如果您有任何忌讳而不允许我们使用您的意见，请通知我们。

肖恩·陈谨启

市场营销与销售 Marketing and Sales

新产品发布 The Launch of a New Product

经典范文 Model

Subject : New product

Dear customers ,

Shanghai Sports Shop, your exclusive source for high tech camping equipment, announces the latest in high country hiking boots. The new lightweight, waterproof boots with special ankle supports are available now at special introductory prices.

Designed for rugged terrain and wet conditions, the new boots are proving to be a hiker's dream come true. "You have to wear them to appreciate what a difference they can make , " says John Sing, who recently returned from a 10-day hike on Mount Tai.

The boots are available only at the Sports Shop. Drop in and see what they can do for you on your next outing.

Yours truly ,

Matthew Xu

Sales director

主题：新产品

亲爱的消费者：

高科技野外露营设备的独家供应商——上海运动商店现发布一款最新的山地远足靴。这种新的轻质防水靴具有踝关节支撑设计，现在正以特别推广价出售。

这种新型靴子是专门针对崎岖地带和潮湿环境设计的，它将帮助远足爱好者实现他们的梦想。“你一定得穿上，感受一下这款靴子的不同之处”，约翰·沈说道，他最近刚刚结束了为期10天的泰山徒步旅行。

这款靴子只在运动商店出售。有时间请过来看看吧，看这款靴子能为你的下次远足做些什么。

马修·徐谨启

销售经理

销售信函（首次接洽） **Sales Letter（First Contact）**

经典范文 **Model**

Subject : Welcome to Zizi Products

Dear Miss Lee ,

I just wanted to send you a note of thanks for your recent email. New clients are the lifeblood of our business. Please take a look at the attached brochure that describes our company and terms of sale.

Our sales manager, John Woo, will call you next week to set up an appointment. At that time he can explain our products more fully and answer any questions you might have.

We look forward to an ongoing relationship.

Sincerely ,

Abigail Fang

主题：欢迎光临姿姿制品公司

亲爱的李小姐：

我在此要写信感谢你最近的电子邮件。新客户是我们公司生意上的新鲜血液。请您参阅附上的宣传册，上面有我们公司的介绍以及销售条款。

我们的销售经理约翰·吴下周会给您打电话安排会面。到时候，他可以更全面地为您介绍我们的产品并回答您可能提出的任何问题。

我们盼望与您长期合作。

阿比盖尔·方谨启

销售通函 Form Sales Letter

经典范文 Model

Subject : Special offer

Dear __ ,

There are numerous ways to __. And.....because there are so many different ways to do this, many new __ are totally overwhelmed with __ information.

(Introduce your products in the next few paragraphs with bullets, if many)

(Product/benefit/feature) __

(Product/benefit/feature) __

(Product/benefit/feature) __

This is just __ testimonial (s) of the over __ we have :

(Testimonial/endorsement/letter/client) ____

(Testimonial/endorsement/letter/client) ____

(Testimonial/endorsement/letter/client) ____

Special ____ Days Trial Offer

Don't decide now if ____ is right for you. Take ____ days to put us to the test ! If ____ doesn't show you exactly how to ____ , we'll give your money back.....no questions asked !

You Can't Resist My 100% , 30-Day Money-Back Guarantee

Sincerely ,

(Insert Your Name)

P. S. Get your copy now and I'll also give you ____ ! Order Now !

主题：特别优惠

亲爱的 ____ :

有许多方法 ____。而且.....因为有如此多的方法来做到这一点，许多新的 ____ 连同 ____ 的信息完全被淹没了。

(在接下来的几段中介绍你的产品。如果有很多，最好用重点符号标记一下每种产品)

(产品/效益/特点) ____

(产品/效益/特点) ____

(产品/效益/特点) ____

我们有 ____ 多个客户，这仅仅是 ____ 的推荐书：

(推荐书/保证/信/客户) ____

(推荐书/保证/信/客户) ____

(推荐书/保证/信/客户) ____

____天试用的特别优惠

不要现在决定____是否适合您。用____天来体验我们的产品！如果____没有明确地告诉您如何____，我们会给您退款.....没有任何条件！

您不能拒绝我们30天内全额退款的保证

____谨启

附言：现在就来领取您的那份，我还会给您____！立即订购吧！

销售信函（按联系方式跟踪销售） **Sales** **Letter (Following a Contact)**

经典范文 **Model**

Subject : Yesterday's meeting

Dear Mr. Zhou ,

Thank you for the opportunity to show you our newest mineral recovery hardware yesterday. Zumang Mining is one of the few plants in this region advanced enough to take advantage of our latest technology. Our recovery systems work twice as fast as the current units, and at 12-21% greater efficiency. Please take time to review the attached technical overviews. I think you will find the KL5 will pay for itself within only a few years. I will call you within two weeks to answer any questions you may have. I am very confident we can do some smart business together.

Yours sincerely ,

Michael Chan

主题：昨天的会面

亲爱的周先生：

感谢您昨天给我机会给您展示我们最新的矿物回收装置。族茫矿业公司是在这个区域里少数的几个有技术领先优势的工厂之一。我们的回收系统运行起来要比现有的设备快一倍，并且效率可提高12% ~ 21%。请您花些时间翻阅一下附上的技术综述，我想您会发现，采用KL5，您用不了几年就能收回成本。两周之内，我会给您打电话回答您可能提出的任何问题。我对我们之间达成明智的交易非常有信心。

迈克尔·陈谨启

销售信函（按销售记录跟踪销售） Sales Letter（Following a Sale）

经典范文 **Model**

Subject：Thank you for your recent order

Dear Mr. Hsing ,

I just wanted to send you a note of thanks for your recent order. We are always delighted to welcome new clients and hope that our business relationship will be a long and happy one. Please take a look at the attached brochure that describes our company and terms of sale.

If you would like, our sales manager, John Wang to call in at your office to explain our products more fully and answer any questions you might have, please let me know.

We look forward to an ongoing relationship.

Sincerely ,

Peter Lu

主题：感谢您最近的订货

亲爱的辛先生：

我在此写信感谢您最近的订货。我们总是以愉快的心情迎接新客户的惠顾，并且我们也希望能与您保持长期、友好的业务往来。请您参阅附上的宣传册，上面有我们公司的介绍以及销售条款。

我们的销售经理约翰·吴想给您的办公室打电话，更全面地介绍我们的产品并回答您可能提出的问题。如果您同意，请通知我。

我们盼望着与您长久合作。

彼得·卢谨启

销售信函（沉寂的顾客） Sales Letter (Inactive Customer)

经典范文 Model

Subject : New fall products

Dear Mr. Zhuang ,

We value all our business relationships with customers. We have especially enjoyed supplying your paper needs for the last five years. You understand, then, why we are concerned that you have not placed an order for the last six months. If we have offended you in any way, we sincerely apologize and want to regain your good will. We would appreciate knowing how to serve you better.

We have attached brochures of our new fall products. Since we have served you for such a long time, we can offer you prices that compare favorably with the prices on your previous contract. We are confident that both our new and standard products can meet your needs in every way. We hope to hear from you.

Yours sincerely ,

Edwin Yang

主题：秋季新产品

亲爱的庄先生：

我们非常重视与所有客户的业务关系。过去的5年中，我们一直非常荣幸地满足您对各种纸张的需求。那么，您应该可以理解我们为什么会很关注您已经6个月没有订货这一情况。如果我们在什么方面得罪了您，我们在此诚挚地道歉。同时，我们希望重新获得您的惠顾。有关如何更好地为您服务的问题，希望您不吝赐教。

我附上了我们今秋新品的宣传册。由于我们已经为您服务了这么多年，我们能够给您比以前的合同价格更优惠的价格。我们自信无论是我们的新产品还是标准产品都能满足您的各方面需要。我希望能收到您的答复。

埃德温·杨谨启

收账信函（首次通知） **Collection Letter (First Notice)**

经典范文 **Model**

Subject : Overdue account

Dear Sir ,

Our records indicate that we have not received your payment which was due on December 5th. We hope this was just an oversight and you will be able to remit the funds due immediately.

The amount due on your account is ¥ 1 , 500.

This amount includes any applicable late charges and/or fees.

If your records reflect that you made this payment prior to the date of this letter, you still need to contact us so that the discrepancy can be resolved and any necessary corrections can be made on your account.

Yours sincerely ,

Margaret Bing

主题：逾期未付账款

敬启者：

我们的记录显示还没有收到您于12月5日到期的付款。我们希望这只是一次疏忽，并希望您能马上支付逾期款项。

逾期欠款金额为1500元。

如果您的记录表明在收到此信的日期之前您已经支付过该款项，您还是需要联系我们，这样，我们就能解决我们的记录差异问题，并为您的账户做出必要的修正。

玛格丽特·冰谨启

收账信函（再次通知）Collection Letter（Second Notice）

经典范文 **Model**

Subject：Overdue account

Dear Sir ,

We have previously asked you for your cooperation in paying your past due account of ¥ 1 , 500.

A prompt receipt will ensure that your account will be kept open.

Since we don't want to have to take any further action, we expect the funds to be transferred in the next few days.

Yours sincerely ,

Margaret Bing

主题：逾期未付账款

敬启者：

我们此前已经要求您配合支付您的逾期欠款共计1500元。

如果我们即时收到欠款就会保证您的账户继续有效。

因为我们不愿意采取进一步的行动，所以，我们希望您能于近日内支付所欠款额。

玛格丽特·冰谨启

收账信函（最后通知） Collection Letter (Final Notice)

经典范文 Model

Subject : Overdue account

Dear Sir ,

We have sent you several letters asking you for cooperation over your past due account of ¥ 1 , 500.

As we have not received the funds or heard from you we must insist that you pay within 10 days or we will be forced to take legal action.

In the meantime your account has been stopped and we will not complete any further orders until we receive payment in full.

Yours sincerely ,

Margaret Bing

主题：逾期未付账款

敬启者：

我们已经给您发过好几封信要求您配合支付1500元的逾期未付货款了。

因为我们至今既未收到您的付款，也没有收到您的回复，因此，我们要求您必须在10天内付清欠款，否则，我们将不得不采取法律措施。

同时，您的账户已经被暂停了，在我们全额收到您的欠款之前，我们不会再受理您的任何订货了。

玛格丽特·冰谨启

问卷调查1（消费者） Questionnaire 1- Customers

经典范文 Model

Subject : Customer Service Survey

Dear Customer ,

Our goal is to provide our customers with the best service possible. Please take a few minutes to complete the following customer service questionnaire. Your comments will enable us to see how we're doing overall and find out how we can improve.

Customer Service Survey				
	Excellent	Good	Average	Poor
Staff was available in a timely manner.	☐	☐	☐	☐
Staff greeted you and offered to help you.	☐	☐	☐	☐
Staff was friendly and cheerful throughout.	☐	☐	☐	☐
Staff answered your questions.	☐	☐	☐	☐
Staff showed knowledge of the products/ services.	☐	☐	☐	☐
Staff offered pertinent advice.	☐	☐	☐	☐
Staff was courteous throughout.	☐	☐	☐	☐

Open-Ended Questions
What did you like best about our customer service?

Open-Ended Questions
How could we improve our customer service?
Is there a staff person you would like to commend?
Yes ☐ No ☐
Name: Reason:

Thank you for taking the time to complete our customer service

survey.

主题：客户服务调查

尊敬的客户：

我们的目标是尽可能地为我们的客户提供最优质的服务。请花几分钟时间完成以下的客户服务调查问卷。您的意见能使我们全面地了解我们所做的工作，并且找到改进的方法。

客户服务调查				
	极好	好	一般	差
能够及时找到工作人员。	☐	☐	☐	☐
工作人员向您打招呼并主动提供帮助。	☐	☐	☐	☐
工作人员自始至终都是友好和愉快的。	☐	☐	☐	☐
工作人员有效地回答您的问题。	☐	☐	☐	☐
工作人员具有产品或服务方面的知识。	☐	☐	☐	☐
工作人员提出中肯的建议。	☐	☐	☐	☐
工作人员自始至终都很殷勤。	☐	☐	☐	☐

开放式问题

关于我们的客户服务，您最喜欢的是什么？

您认为我们该如何提高我们的客户服务质量？

您是否想对哪一位工作人员提出表扬？

是 ☐ 否 ☐

姓名： 原因：

感谢您抽出宝贵的时间来完成我们的客户服务调查。

问卷调查2（供应商） Questionnaire 2-Suppliers

经典范文 **Model**

Subject : Supplier Information Survey

Contact Information

Your Name

Your position or title

Company Name

Address

City

Province

Postcode

Phone Number

Email Address

Company Information

Website URL Address		
Public or Private	☐ Public	☐ Private
Ticker Symbol (if publicly traded – optional)		
Annual Revenues		
Geographic locations served		
Number of employees		
Year company started		
List your top three to five competitors		
Any specific customer segmentation/focus		
Total number of customers		
List two or three customers you have in the financial services sector		
Is your company more than 51% owned and controlled by a minority or a woman?	☐ Yes	☐ No
If “Yes”, provide your Nationality Code		

Company Information

Certifying Organization
(Optional)

What is your firm's
competitive advantage

Product Information

Why is your product/
service better than what
we're using now?

If you have a large
collection of products
or services, what are
your top two or three?

What prices can you
quote applicable to
Key Bank?

Describe in simple
terms the primary
products or services
you are offering.

Is your firm a supplier
primarily to the financial
services sector, or is your
firm horizontally integrated
across the marketplace?

☐ Supplier primarily to the financial services sector

☐ Horizontally integrated

Product Information

If horizontally integrated, what other sectors/markets does your firm emphasize?	
Has your firm sold any goods or services to Key Bank within the past 18 months?	☐ Yes ☐ No

Key Bank Relationship Information

If you consider the following four questions highly confidential information, you need not respond to them.

Is your company currently a customer of Key Bank?	☐ Yes ☐ No
If "Yes", describe your customer relationship	
Do you have a depository relationship with Key Bank?	☐ Yes ☐ No
If "Yes", list your relationship manager's name	

Ethical Conflict Information

It is the duty of Key Bank employees and agents to ensure that their activities and interests do not conflict with their obligations to Key Bank and do not impair their independent, unbiased judgment in the execution of their duties to Key Bank.

To the best of your knowledge, does your organization or any of your employees have a familial or business relationship with a Key Bank employee or third party supplier acting as an agent of Key Bank?	☐ Yes	☐ No
If "Yes", state the Key Bank employee's name(s) and briefly describe the relationship(s)		

Miscellaneous Information

Key Bank pays its suppliers via direct deposit and emails its suppliers remittance advice notifications immediately following direct deposits.

Are you receiving payments via direct deposit now from any clients?	☐ Yes	☐ No
---	------------------------------	-----------------------------

Miscellaneous Information

What bank is your primary
depository bank?
(Optional)

How did you locate this
particular webpage?
(Optional)

If you were referred to
this website, state the
referring party's name(s)

Would you be interested
in having a banking
professional contact you
to discuss how Key Bank's
products and services can
meet your business banking
needs?

☐ Yes

☐ No

If "Yes", what types of
products and/or services
would you like to learn
more about?

主题：供应商信息调查

联系方式

您的姓名

您的职务或头衔

公司名称

地址

城市

省

邮编

电话号码

电子邮件地址

公司信息

网站 URL 地址	
公共还是私人网站	☐ 公共 ☐ 私人
股票代码（如果是上市公司）	
年收入	
办理业务的地点	
雇员人数	
公司创始时间	
列出 3~5 个最有竞争力的对手	
客户的具体细分 / 着重点	
客户总数	
列出 2~3 名金融服务领域的客户	

公司信息

是否由少数民族或女性持有 51% 以上的公司股权?	☐ 是 ☐ 否
如果“是”，请提供您的国籍 代码	
认证组织（可选填）	
贵公司的竞争优势	

产品信息

为什么您的产品 / 服务比我们 现在所使用的更好?	
如果您拥有多个产品或服务， 排在前两位的是什么?	
你会给Key银行报出什么价格?	
简单叙述您要提供的主要产品 或服务	
贵公司是主要在金融服务行业 经营，还是从事跨市场经营的 横向整合业务?	☐ 主要在金融服务业经营 ☐ 横向整合业务
如果是横向整合业务，贵公司所 侧重的其他领域 / 市场是什么?	
在过去 18 个月内贵公司向 Key 银行出售过商品或服务吗?	☐ 是 ☐ 否

与 Key 银行关系方面的信息

如果你认为以下 4 个问题是属于高度机密的信息，则无须做出回答。

贵公司目前是 Key 银行的客户吗？	☐ 是 ☐ 否
如果选择“是”，说明你们之间是什么样的客户关系	
贵公司与 Key 银行有存贷关系吗？	☐ 是 ☐ 否
如果选择“是”，列出贵公司客户关系经理的姓名	

伦理冲突信息

Key 银行的雇员和代理人要确保他们的活动和利益不与他们对 Key 银行的义务发生冲突，这是他们的责任。并且，在他们履行对 Key 银行的责任时，不会损害他们独立、公正的判断力。

据您所知，贵公司或任何您的雇员是否与 Key 银行的雇员或作为 Key 银行代理人的第三方供应商有家族或企业的关系？	☐ 是 ☐ 否
如果选择“是”，列出 Key 银行雇员的姓名，并简要描述这种关系	

其他信息

Key 银行通过直接转账的方式向供应商付款，并于转账之后通过电子邮件给供应商发送汇款通知书。

您目前是通过直接转账方式从您的客户那里收款吗？	☐ 是 ☐ 否
哪家银行是您的主开户银行？ (可选填)	
您是如何找到这个网页的？(可选填)	
如果是从别人那里获得这个网址的，列出他（们）的姓名	
您是否愿意让一位银行专家与您联系，讨论 Key 银行的产品和服务可以怎样满足您的银行业务需求？	☐ 是 ☐ 否
如果选择“是”，您希望更多地了解什么类型的产品和 / 或服务？	

问卷调查3（雇员） Questionnaire 3-Employees

经典范文 Model

Subject : Employee Job Satisfaction Survey

Dear employees ,

Please take a few minutes to answer the following

questionnaire. All answers will be treated with the strictest confidentiality.

Overall, how satisfied are you with your job?

☐Dissatisfied

☐Somewhat dissatisfied

☐Neutral

☐Satisfied

☐Very satisfied

Compared to a year ago how would you describe your current job satisfaction level?

☐Much less satisfied

☐Somewhat less satisfied

☐The Same

☐Somewhat more satisfied

☐Much more satisfied

How do you feel about the following statements about the company?

Company leadership has made changes which are positive for me.

☐Strongly disagree

☐Somewhat disagree

☐Neutral

☐Agree

☐Strongly agree

Company leadership is responding to the important external issues.

☐Strongly disagree

☐Somewhat disagree

☐Neutral

☐Agree

☐Strongly agree

Company leadership is responding to the important internal issues.

☐Strongly disagree

☐Somewhat disagree

☐Neutral

☐Agree

☐Strongly agree

I am enthusiastic about the change in the company.

☐Strongly disagree

☐Somewhat disagree

☐Neutral

☐Agree

☐Strongly agree

I am personally committed to the changes being implemented in the company.

☐Strongly disagree

☐Somewhat disagree

☐Neutral

☐Agree

☐Strongly agree

How satisfied are you.....

With the leaders in your company as positive role models?

☐Very dissatisfied

☐Somewhat dissatisfied

☐Neutral

☐Somewhat satisfied

☐Very satisfied

With your direct supervisor as a positive role model?

☐Very dissatisfied

☐Somewhat dissatisfied

☐Neutral

☐Somewhat satisfied

☐Very satisfied

That your supervisor cares about and is responding to the issues that are important to you?

☐Very dissatisfied

☐Somewhat dissatisfied

☐Neutral

☐Somewhat satisfied

☐Very satisfied

With your own morale?

☐Very dissatisfied

☐Somewhat dissatisfied

☐Neutral

☐Somewhat satisfied

☐Very satisfied

With the morale of your co-workers?

☐Very dissatisfied

☐Somewhat dissatisfied

☐Neutral

☐Somewhat satisfied

☐Very satisfied

With the team spirit in your work environment?

☐Very dissatisfied

☐Somewhat dissatisfied

☐Neutral

☐Somewhat satisfied

☐Very satisfied

With the professionalism of your co-workers?

☐Very dissatisfied

☐Somewhat dissatisfied

☐Neutral

☐Somewhat satisfied

☐Very satisfied

That your work gives you a feeling of personal accomplishment?

☐Very dissatisfied

☐Somewhat dissatisfied

☐Neutral

☐Somewhat satisfied

☐Very satisfied

That you receive appropriate recognition for your contributions?

☐Very dissatisfied

☐Somewhat dissatisfied

☐Neutral

☐Somewhat satisfied

☐Very satisfied

With the empowerment you have to influence the quality of your work?

☐Very dissatisfied

☐Somewhat dissatisfied

☐Neutral

☐Somewhat satisfied

☐Very satisfied

With your ability to maintain a reasonable balance between your family life and your work life?

☐Very dissatisfied

☐Somewhat dissatisfied

☐Neutral

☐Somewhat satisfied

☐Very satisfied

That your compensation matches your responsibilities?

☐Very dissatisfied

☐Somewhat dissatisfied

☐Neutral

☐Somewhat satisfied

☐Very satisfied

With your overall job security?

☐Very dissatisfied

☐Somewhat dissatisfied

☐Neutral

☐Somewhat satisfied

☐Very satisfied

With the amount and frequency of informal praise and appreciation you receive from your supervisor?

☐Very dissatisfied

☐Somewhat dissatisfied

☐Neutral

☐Somewhat satisfied

☐Very satisfied

With the company as a place to work?

☐Very dissatisfied

☐Somewhat dissatisfied

☐Neutral

☐Somewhat satisfied

☐Very satisfied

What is the best thing about working for this company?

What bothers you the most about working for this company?

What could the company do to enhance your satisfaction as a company employee?

Thank you for your feedback.

主题：员工工作满意度调查

亲爱的全体员工：

请花几分钟时间回答以下问题。所有答案都将严格保密。

总体而言，你对你的工作满意度如何？

☐不满意

☐有些不满意

☐不确定

☐满意

☐非常满意

与一年前相比，你会如何形容你现在对工作的满意程度？

☐ 满意度大幅度下降

☐ 满意度略有下降

☐ 没有变化

☐ 满意度略有上升

☐ 满意度大幅度上升

下列有关该公司的陈述，你觉得如何？

公司管理层做出了有利于我们的改变。

☐ 非常不同意

☐ 有些不同意

☐ 不确定

☐ 同意

☐ 非常同意

公司管理层正在处理重要的外部事务。

☐ 非常不同意

☐ 有些不同意

☐ 不确定

☐ 同意

☐ 非常同意

公司管理层正在处理重要的内部事务。

☐非常不同意

☐有些不同意

☐不确定

☐同意

☐非常同意

我热衷于公司里的变化。

☐非常不同意

☐有些不同意

☐不确定

☐同意

☐非常同意

我个人愿意遵循这些在公司中实施的改变。

☐非常不同意

☐有些不同意

☐不确定

☐同意

☐非常同意

你对.....的满意度如何？

对公司领导人作为正面的榜样？

☐非常不满意

☐有些不满意

☐不确定

☐比较满意

☐非常满意

对你的直接上司作为正面的榜样？

☐非常不满意

☐有些不满意

☐不确定

☐比较满意

☐非常满意

对上司对于那些对你有重要意义的事情的关心程度以及他的反应？

☐非常不满意

☐有些不满意

☐不确定

☐比较满意

☐非常满意

对自己的士气？

☐非常不满意

☐有些不满意

☐不确定

☐比较满意

☐非常满意

对同事的士气？

☐非常不满意

☐有些不满意

☐不确定

☐比较满意

☐非常满意

对工作环境中的团队精神？

☐非常不满意

☐有些不满意

☐不确定

☐比较满意

☐非常满意

对同事的专业精神？

☐非常不满意

☐有些不满意

☐不确定

☐比较满意

☐非常满意

对工作给你带来的个人成就感？

☐非常不满意

☐有些不满意

☐不确定

☐比较满意

☐非常满意

对你的贡献是否受到恰当的认可？

☐非常不满意

☐有些不满意

☐不确定

☐比较满意

☐非常满意

对你所拥有的授权对工作质量的影响？

☐非常不满意

☐有些不满意

☐ 不确定

☐ 比较满意

☐ 非常满意

对你平衡家庭与工作的能力？

☐ 非常不满意

☐ 有些不满意

☐ 不确定

☐ 比较满意

☐ 非常满意

对你的职责相应的报酬？

☐ 非常不满意

☐ 有些不满意

☐ 不确定

☐ 比较满意

☐ 非常满意

对你整体的就业安全感？

☐ 非常不满意

☐ 有些不满意

☐ 不确定

☐比较满意

☐非常满意

对你受到上司非正式的赞扬和感谢的数量以及频率？

☐非常不满意

☐有些不满意

☐不确定

☐比较满意

☐非常满意

对公司的工作场所？

☐非常不满意

☐有些不满意

☐不确定

☐比较满意

☐非常满意

在这家公司工作最大的好处是什么？

在这家公司工作，你最大的困扰是什么？

公司应该怎样做才能增加你作为公司员工的满意度？

谢谢你的反馈意见。

贸易与服务 Trade and Service

询问公司的情况 Asking for Information About a Company

经典范文 Model

Subject : Information wanted

Dear Sir or Madam ,

My name is Mary Qu, Business Development Manager of Tingting Corporation—a major player in the plastics industry. Having heard about you from some of our suppliers I would like to know more about your company. In particular, I would like to know which areas of the plastics industry you are specializing in and whether there is a possibility that we can cooperate together on existing and future developments.

Looking forward to hearing from you !

Best regards ,

Mary Qu

Business Development Manager

Tingting Corporation

主题：恳请提供资讯

敬启者：

我是玛丽·曲，婷婷公司的业务开发经理。婷婷公司是塑料行业的佼佼者。从我们的一些供应商处知道了贵公司后，我希望更多地了解贵公司的情况。我特别想知道贵公司在塑料行业中专攻哪个领域，以及贵公司是否有可能在现有和未来的项目发展中与我公司进行合作。

恭候您的回音！

此致

敬礼！

玛丽·曲

业务开发经理

婷婷公司

介绍公司 **Introducing a Company**

经典范文 **Model**

Subject : Zanzan Medical

Dear Mr. Zhao ,

Thank you for your interest in our company. Zanzan Medical is one of China's largest exporters of medical and surgical instruments. We have over 20 years of experience in this field and are at the cutting edge of new technological innovations due to our emphasis on R & D and the recruitment of the best creative talents from both home and abroad.

I have attached a copy of our latest brochure detailing our company's history, its pioneering achievements in the medical field and its full range of products. Thank you again for your interest in our company. If you have any further questions, please feel free to contact us again.

Sincerely ,

Jane Hu

PR Manager

Zanzan Medical

主题：赞赞医疗设备公司

亲爱的赵先生：

感谢您对我们公司的关注。赞赞医疗设备公司是中国最大的医疗和手术器械出口商之一。我们在该领域有20多年的经验，另外，我们重视研发，并且从国内外招聘最好的创意人才，这就使得我们能一直处于新技术创新的前沿。

我附上了一份我们最新的宣传册，上面详细介绍了我们公司的历史，在医学领域的开拓性成就以及我们的全系列产品。

再次感谢您对我们公司的兴趣。如果您还有什么其他问题，请随时再与我们联系。

简·胡谨启

公关经理

赞赞医疗设备公司

询问产品信息 Asking for Product Information

经典范文 Model

Subject : XZ range

Dear Sir or Madam ,

I am interested in learning more about some of your products, in particular, those from your new XZ range. Could you provide me with detailed information on prices, delivery costs and payment terms? Are discounts available for bulk orders? In addition, I would

like to receive your latest catalogue, if possible.

Thank you for your help.

Yours sincerely ,

Mike Wang

主题：XZ系列产品

敬启者：

我有兴趣更多地了解贵公司的一些产品，特别是贵公司的XZ系列新产品。你能否提供一些有关价格、运费以及付款条件的详细资料？有没有批量订货的折扣？此外，如果可能的话，我希望得到贵公司的最新产品目录。

感谢您的帮助。

麦克·王谨启

介绍产品及报价 **Introducing Products and Quoting Prices**

经典范文 **Model**

Subject : Re : XZ range

Dear Mr. Wang ,

Thank you for your e-mail and your interest in our XZ range. In answer to your questions :

·Our laptops range in price from ¥ 4 , 499 to ¥ 16 , 099 (please see attachment for further details) .

·Delivery on orders over 25 is free.

·Our payment terms are 30 days net.

·We are happy to give discounts on bulk orders over 100. Please refer to our sales department for further details.

I have attached our latest catalogue.

If you have any further questions, please don't hesitate to ask.

Yours sincerely ,

Tina Wong

主题：回复：XZ系列产品

亲爱的王先生：

感谢您的邮件，同时也感谢您对我们XZ系列产品如此感兴趣。下面我就来回答您的问题：

·我们的笔记本电脑的价格从4499元到16099元不等（详见附件）。

·订购25台以上免费送货。

·我们的付款条件是30天内结清货款。

·订货超过100台的客户可享受我们的大宗订单折扣。请向我们的销售部询问进一步的细节。

已附上我们的最新产品目录。

如果您还有其他问题，请即刻与我联系。

蒂娜·黄谨启

讨价还价 **Negotiating Prices**

经典范文 Model

Subject : Re : Re : XZ range

Dear Ms. Wong ,

We are very interested in the XZ325 model which has a list price of¥14 , 099 and a bulk discount figure of¥11 , 099.As we intend to establish a long-term relationship with you and the fact that our initial order is for 100 units we wonder if you could lower each unit price to¥10 , 099.

I look forward to a positive response.

Yours sincerely ,

Mike Wang

主题：回复：回复：XZ系列产品

亲爱的黄女士：

我们对贵公司的XZ325型号电脑非常感兴趣。它在报价单上的单价为14099元，批量折扣价为11099元。由于我们打算与贵公司建立长期的业务关系，并且我们第一次就订购100台，不知贵公司可否把单价降低到10099元？

静候佳音。

麦克·王谨启

下订单 Placing an Order

经典范文 Model

Subject : Re : Re : Re : XZ range

Dear Ms. Wong ,

We are pleased to place an order for 100 units of model XZ325 at a unit price of ¥10 , 099. Could you please supply 50 in metallic silver and 50 in black? We would like delivery within 4 weeks. I have attached a completed order form as requested.

Could you please confirm our order?

Yours sincerely ,

Mike Wang

主题：回复：回复：回复：XZ系列产品

亲爱的黄女士：

我们非常高兴地订购100台XZ325型号的笔记本电脑，单价为10099元。其中50台外观为金属银色，另外50台为黑色。我们希望货物在4周内运到。我已经按要求附上了填好的订单。

请您确认我们的订单。

麦克·王谨启

确认订单 **Confirming an Order**

经典范文 **Model**

Subject : Re : Re : Re : Re : XZ range

Dear Mr. Wang ,

This is to confirm your order of June 15 for 100 units of model XZ325 at a unit price of ¥10 , 099.

Delivery is to be within 4 weeks.

Your purchase order number is ABC23456.

We appreciate your business and look forward to serving you again soon.

Yours sincerely ,

Tina Wong

主题：回复：回复：回复：回复：XZ系列产品

亲爱的王先生：

我在此确认您于6月15日订购了100台单价为10099元的XZ325型号的产品。

您的货物将在4周内送到。

您的订单号是ABC23456。

我们非常感谢您的惠顾，并期待着很快能再次为您服务。

蒂娜·黄谨启

催货 Urging Delivery

经典范文 Model

Subject：Re：Re：Re：Re：Re：XZ range

Dear Ms. Wong ,

We placed an order for 100 units of model XZ325 more than 5 weeks ago. As you know, we stipulated that delivery should be within 4 weeks but as yet they have not arrived. Is there any reason for this delay? Could you please look into this for me as we have several customers who are urgently requiring them from us?

Yours sincerely ,

Mike Wang

主题：回复：回复：回复：回复：回复：XZ系列产品

亲爱的黄女士：

我们在5个多星期前订购了100台型号为XZ325的产品。如你所知，我们在合同中约定4周内交货，但迄今为止，我们还没有收到货。是什么原因导致了交货延误？请您为我调查一下，因为我们的许多顾客正在急切地向我们催要货物。

麦克·王谨启

为交货延迟而道歉 **Apologizing for Delayed Delivery**

经典范文 **Model**

Subject : Re : Re : Re : Re : Re : Re : XZ range

Dear Mr. Wang ,

I would like to apologise for the delay in delivering your order. I have looked into the matter and found that it resulted from a problem in our distribution department. We have now resolved this problem and your order has been shipped out today by express delivery at no extra cost to you. You should receive them in 2 days.

Please accept our sincere apologies for any inconvenience we have caused you and your customers.

Yours sincerely ,

Tina Wong

主题：回复：回复：回复：回复：回复：回复：XZ系列产品

亲爱的王先生：

我要为延迟交货而向您道歉。我已经调查了此事，原因是我们的物流部门出了点问题。现在我们已经解决了这个问题，而且，您订的货物已经于今天发了快递，这无须您再支付额外的费用。您应该会在两天之内收到货物。

就我们给您以及您的顾客造成的不便，请接受我们真诚的道歉。

蒂娜·黄谨启

催货款 Urging Payment

经典范文 Model

Subject：Re：Re：Re：Re：Re：Re：Re：XZ range

Dear Mr. Wang，

This is a polite reminder that payment for your last order has not yet been received. As you know, our terms of business are 30 days net. As it has been over 45 days since the date of invoice, we would like you to pay the outstanding balance of ¥1,009,900 as soon as possible.

Thank you for your cooperation.

Yours sincerely，

Tina Wong

主题：回复：回复：回复：回复：回复：回复：回复：XZ系列产品

亲爱的王先生：

我在此善意地提醒您，我们尚未收到您最后一笔订单的货款。如您所知，我们的交易条件是30天内结清货款。从我们开票那天算起，到现在已经过去45天了，我们希望贵公司尽快支付100.99万元的逾期未付款。

谢谢您的合作。

蒂娜·黄谨启

请求延期付款 Requesting Deferred Payment

经典范文 Model

Subject : Re : Re : Re : Re : Re : Re : Re : Re : XZ range

Dear Ms. Wong ,

I am terribly sorry for the overdue balance on our account. It appears that the invoice we received from you was somehow misplaced.As we will need some time to process the invoice through our accounting system I wonder if we could have a further 2 weeks payment extension.I can assure you that you will receive the outstanding balance by then.

Thank you for your understanding and once again I apologise for our oversight.

Yours sincerely ,

Mike Wang

主题：回复：回复：回复：回复：回复：回复：回复：回复：XZ系列产品

亲爱的黄女士：

我为我们逾期未付的余额感到十分抱歉。我们从贵公司收到的发货单由于某种原因放错了地方。因为我们需要一些时间通过我们的会计系统来处理这张发货单，所以不知我们能否再推延两星期付款？我可以向您保证，您到时候一定会收到未结清的余额。

谢谢您的理解，我为我们的疏忽再次道歉。

麦克·王谨启

索要信息 1 Asking for Information 1

经典范文 Model

Subject : Catalog wanted

Dear Mr. Chen ,

My name is Amanda Hu, Business Development Manager of Shanghai Corporation—a major player in the telecom industry.

Last week, I was at the industry exhibition and had a very pleasant conversation with your marketing people. They suggested I contact you regarding our requirements.

Would you please send me a catalog of your fiber products, together with your lowest price quotations for the various items? If the specifications and prices are favorable, I will place an order soon.

Looking forward to hearing from you !

Best regards ,

Amanda Hu

主题：索要产品目录

亲爱的陈先生：

我是阿曼达·胡，是上海公司的商业开发部经理，我们公司在电信界有很重要的地位。

上周，我在行业会展上与贵公司的市场人员进行过愉快的交谈。他们建议我有需求就与您联系。

请您寄给我你们的光纤产品目录，以及这些产品的最低报价。如果规格与报价合适的话，我不久就会订货。

望早日回信！

此致

敬礼！

阿曼达·胡

索要信息 2 Asking for Information 2

经典范文 Model

Subject : MBC145

Dear Sir or Madam ,

I am interested in buying one of your products, particularly the MBC145. Could you please tell me what your best price for this is and how long delivery would take?I also would like to know how long the warranty is and whether I could buy this model locally?

Thank you for your help.

Yours sincerely ,

Michelle Du

主题：MBC145

敬启者：

我想购买你们的MBC145型产品。请告知此产品的最低价格以及货物运输所需时间。另外，我还想知道保修期是多久以及是否能在本地买到这个型号的产品。

谢谢你的帮助。

米歇尔·杜谨启

交货延迟 1 **Delivery Delay 1**

经典范文 **Model**

Subject : Delivery delay

Dear Celia ,

This morning, our IT manager told me we hadn't received our order of 25 laptops yesterday, as scheduled, even though delivery was confirmed by you last week.

Could you please follow this up with your Logistics Department and get back to me at your earliest convenience?We need these laptops as soon as possible.

Thank you for your prompt attention.

Regards ,

Alex Chou

主题：交货延迟

亲爱的西莉亚：

今天早晨，从我们的信息技术经理那里获悉我们还没有收到订购的那25台笔记本电脑。尽管你上周已经确认发货，而这些电脑按计划应该在昨天送到，但我们至今还没有收到。

请向你们的物流部门查询一下，并在方便的时候尽早回复我，我们需要尽快拿到这些笔记本电脑。

敬请从速处理，谢谢。

此致

敬礼！

亚历克斯·周

交货延迟 2 **Delivery Delay 2**

经典范文 **Model**

Subject : Laptops

Dear Celia ,

We've been doing business with you for more than five years, and that's why I was quite surprised at the unexpected delivery delay which occurred this time.

I ordered 25 laptop computers from you on the 12th of April, and transferred the payment of ¥ 30 , 000 to your firm's bank account that same day.

According to the Agreement, the laptops were to be delivered before the 18th of April, but that did not happen. On the 19th of April, I received your promise that the goods would be delivered before the 22nd of April, but it is the 23rd of April today and we still haven't received a single laptop.

Could you please look into this as a matter of some urgency and get back to me before the close of business today.

Regards ,

Alex Chou

主题：笔记本电脑

亲爱的西莉亚：

我们已经有5年多的生意往来了，正因为如此，我对这次发生的始料未及的延迟交货感到非常意外。

我于4月12日向你们订购了25台笔记本电脑，而且于同日将3万元货款转到贵公司的银行账户里。

按照合同，这些笔记本电脑应该在4月18日之前送到我公司，但当天没有到货。4月19日，我收到了你的保证，即于4月22日之前送到，但今天已经是4月23日了，我们还是没有收到一台笔记本电脑。

请将此事作为紧急事件处理，在下班之前答复我。

此致

敬礼！

亚历克斯·周

瑕疵品 Defective Items

经典范文 Model

Subject : Defective items

Dear Celia ,

This morning, our IT manager told me the 25 laptops we ordered have arrived. However, our engineers discovered that 5 out of the 25 laptops were defective. Their serial numbers are listed in the following table for your information :

Type	Serial Number	Problems
X60e	SS008XR070025	DVD Rom can not eject normally
X60e	SS008XR070028	DVD Rom can not eject normally
S50	SS008XT070033	DVD Rom can not eject normally
S50	SS008XT070036	DVD Rom can not eject normally
S50	SS008XT070037	DVD Rom can not eject normally

According to the Sales Agreement, we will return these 5 defective items to you at your cost. Please send us 5 new laptops within two (2) days.

Thank you for your prompt attention.

Regards ,

Alex Chou

主题：次品

亲爱的西莉亚：

今天早晨，从我们的信息技术经理处得知我们订购的那25台笔记本电脑已经到货。然而，我们的工程师发现其中有5台是次品。它们的序列号如下，供你参考：

型 号	序 列 号	问 题
X60e	SS008XR070025	DVD 光驱无法正常弹出
X60e	SS008XR070028	DVD 光驱无法正常弹出
S50	SS008XT070033	DVD 光驱无法正常弹出
S50	SS008XT070036	DVD 光驱无法正常弹出
S50	SS008XT070037	DVD 光驱无法正常弹出

按照销售合同，我们将退回这5台次品，并由你方承担一切费用。请于两日内发5台新的笔记本电脑到我公司。

敬请从速处理，谢谢。

此致

敬礼！

亚历克斯·周

价格更正通知 **Price Increase Notification**

经典范文 **Model**

Subject : Price increase

Dear Customers ,

Thank you for your long term support of Shanghai Bakery. At Shanghai Bakery, each customer is unique and special. We strive to provide you with the best food products that we possibly can.

Because of the rising cost of sugar, flour, eggs and cream over the past few months, this has significantly increased Shanghai's production costs. We have tried to maintain the current price levels by reducing waste and improving our production efficiency, but the

results are insufficient to recover the losses.

It is with regret that we announce the prices of the following products will be increased :

Spelt bread, muffin and pastry : 15%increase

Yeast-free bread : 10%increase

Dairy-free muffin and pastry : 12%increase

Egg-free bread, muffin and pastry : 8%increase

Wedding cake : 25%increase

Shanghai Bakery apologizes for these necessary price increases but we will continue to provide you with the highest quality food, as always.

Yours truly ,

Robert Hu

Manager

Shanghai Bakery

主题：提价

亲爱的顾客：

感谢大家长期以来对上海面包店的大力支持。上海面包店将每一位顾客都视为独一无二、与众不同的。我们竭尽全力为大家提供最好的食品。

近几个月来糖、面粉、鸡蛋以及奶油价格的上涨，已经使得上海面包店的生产成本显著增加。我们一直试图通过减少废料和改进生产

效率的方法维持目前的价格水平，但目前看来，这些做法并不足以弥补财务上的损失。

我们万分遗憾地宣布，我们将上调下列商品的价格：

硬麦面包、松饼和酥皮类糕点价格上调15%

不含酵母的面包价格上调10%

不含奶制品的松饼和酥皮类糕点价格上调12%

不含蛋类制品的面包、松饼和酥皮类糕点价格上调8%

婚庆蛋糕价格上调25%

上海面包店为提价而道歉，但我们将一如既往地为大家提供最高质量的食物。

罗伯特·胡谨上

经理

上海面包店

不能完成订单 **Unable to Fulfill This Order**

经典范文 **Model**

Subject : Order No 12345

Dear Mr. Cui ,

We are very pleased to receive your order for 2 , 000 units of our new personal entertainment product—the“Portable Game Center”. However, owing to inventory depletion, I'm sorry to inform you we are unable to fulfill this order at the moment.

As one of our most valued clients, we would like to offer you a special 8% discount if you would like us to hold your order on a first priority basis. It is because of clients such as yourself, who have supported the successful growth of our business over the past five years, that we are keen to retain your patronage. We can assure you the product quality and service will remain the same irrespective of the discount offered.

Please advise us of your decision by the end of this week.

Shanghai Entertainment has the highest regard for the cooperation with your firm. We are very sorry for the inconvenience and thank you for your understanding in this matter.

Best regards ,

Robert Wu

Sales Representative

主题：第12345号订单

亲爱的崔先生：

我们非常高兴收到您的订单。您要订购2000件我们最新的个人娱乐产品——便携式游戏中心，但是，我非常遗憾地通知您，由于库存不足，我们目前无法满足您的订货要求。

您是我们最重要的客户之一，如果您同意以最优先供货权为条件等待我们的供货而不另寻卖家的话，我们愿意给您8%的折扣。因为您这样的客户在过去的5年里一直支持着我们，使我们的业务日益发展壮大，我们非常希望您能一直惠顾。我们向您保证，我们的产品质量与服务水平都将保持不变，这些与给您的折扣无关。

请您于本周末前告知我们您的决定。

上海娱乐公司极为重视与贵公司的合作。对此给您带来的不便我们深表歉意，并感谢您对此事的理解。

此致

敬礼！

罗伯特·吴

销售代表

道歉 Apology

经典范文 Model

Subject : Apology for missing business review meeting

Dear Mr. Han ,

I'm really sorry for being absent at the business review meeting this afternoon.

My flight was supposed to arrive in Shanghai at 11:30. Unfortunately, Pudong International Airport was shut down because of an unexpected storm, and my aircraft had to land at Jinan Airport. This made it impossible for me to show up on time.

I have asked my secretary to prepare and send the meeting summary to my mailbox. I will circulate my input as soon as I review the summary.

Best regards ,

Eugene Pavlov

主题：为错过业务总结会而道歉

亲爱的韩先生：

非常抱歉，我没能参加今天下午的业务总结会。

我的航班本该于11点30分抵达上海。但不幸的是，浦东国际机场因一场意外的暴风雨而被迫关闭，因此，我乘坐的班机不得不在济南机场降落。我也因此无法按时出席会议。

我已经让我的秘书整理会议纪要并把它发到我的邮箱里。我看到会议纪要后会马上把我的意见发给大家。

此致

敬礼！

尤金·帕夫洛夫

道歉与补偿 Apology and Remedy

经典范文 Model

Subject : Blazer

Dear Mr. Zhu ,

I am sorry the blazer we sent you was the wrong size. Such errors are rare, but unfortunately do occur from time to time. We have shipped you another blazer, which you should receive in a day or two. Please use the packing materials and the enclosed prepaid shipping label to send the original blazer back to us.

I hope you will also use the attached coupon, which will give you a 20% discount on your next purchase from our catalog.

Once again, we apologize for our error.

Regards ,

Joe Lee

主题：运动夹克衫

亲爱的朱先生：

非常抱歉，我们给您寄去的运动夹克衫尺码不对。这样的错误很少见，但不幸的是它还是会偶尔发生。我们已经给您寄出了另一件夹克衫，您应该会在一两天内收到。烦请您用这个邮包的包装以及内附的邮资已付的邮单把原来的那一件夹克衫寄回给我们。

另外还给您奉上优惠20%的购物券，我衷心地希望您能在下一次订货时使用它。

再次为我们的错误道歉。

此致

敬礼！

乔·李

道歉与解释 Apology and Explanation

经典范文 Model

Subject : Firewall software

Dear Mr. Shi ,

Thank you for your email of the 6th of January, informing us that the firewall software, made by our company, did not provide the protection for which it is designed.

Our software engineer has carefully investigated the case.

Please allow me to explain the situation to you.

Although the license you provided was a valid software license, it had expired several days earlier. Here is the detailed report :

Fortress Internet Security Professional Edition 2007

Serial Number : 55FF3 20VNE JTRRM 784OZ

Date of purchase : Jan 2 , 2009

First activation : Jan 3 , 2009

Valid through : Jan 2 , 2010

To reactivate your software, I would like to offer some suggestions :

1.You may buy a copy of our new Fortress Internet Security Professional Edition 2010 for better protection and additional useful functions.

2.The other option is to pay ¥20 and extend your license for another 12 months I hope these suggestions are helpful.If you need any additional information, please don't hesitate to contact me.

Yours sincerely ,

Victor Wang

Account Manager

主题：防火墙软件

亲爱的石先生，

感谢您1月6日的电邮。您在邮件中告知我们公司制作的防火墙软

件没有提供我们为之设计的保护措施。

我们的软件工程师已经认真调查了这件事。请允许我为您解释一下：

尽管您提供的软件许可证是正确的，但是它在几天前已经过期了。下面是详细的报告：

要塞互联网安全软件2007专业版

序列号：55FF3 20VNE JTRRM 784OZ

购买时间：2009年1月2日

首次激活：2009年1月3日

有效期至：2010年1月2日

要重新激活您的软件，我可以给您提供几点建议：

1.您可以购买一套我们新推出的“要塞互联网安全软件2010专业版”。它能为您提供更好的保护以及其他一些有用的功能。

2.另一种办法是付20元，把您的许可证有效期延长12个月。

我希望这些建议会对您有帮助。如果您还需要哪些其他资讯，请及时与我联系。

维克多·王谨启

客户经理

(严重的) 投诉 Complaint (Serious)

经典范文 Model

Subject : Non-delivery of order

Dear Sir ,

Your catalogue promises timely delivery, and my bank confirms that my money has been transferred to your bank account. However, I am concerned because my order has not arrived after nine weeks. On November 12, I mailed an itemized order form requesting three reams of your recycled, #20 bond copy paper and two cases of long security envelopes in off-white. I requested that these items be shipped parcel post to my office in Shanghai. If the items have been shipped, please notify me and forward a tracking number. If the order was not shipped, please refund my money immediately. I have always had good luck ordering office supplies from you in the past, and I hope we can continue to do business.

Yours sincerely ,

Ken Lom

主题：没有到货的订购

敬启者：

你们在商品目录册中承诺及时送货，而且我的银行也确认货款已经转到了你们的账户，但现在我很担心，因为9个星期已经过去了，而我订的货还没有送到。11月12日我寄出一张分项订货单，订购了3令20磅重再生书写复印纸和两箱灰白色的长保密信封。我要求这些商品以包裹邮件的方式邮寄到我在上海的办公室。如果这些商品已经发货，请通知我，并给我一个查询号码。如果还没有发货，请马上退还我的货款。我过去一直有幸从你们那里订购办公耗材，并且还希望将来能继续与你们做生意。

肯·洛美谨启

(一般的) 投诉 **Complaint (Basic)**

经典范文 Model

Subject : Non-arrival of order

Dear Sir ,

I am getting concerned about my order for a new modem. I placed the order on your web site using my credit card two months ago on June 12 , 2010 ; my customer number is 55555 , and the name on the account is Jane Lee.I requested that you ship the modem to me at my home address in Beijing.

I ordered my modem through you because the price was so low ; however, if you cannot get my order to me by August 20 , please credit my account, and I will buy the modem locally.

Yours sincerely ,

Jane Lee

主题：没有到货的订购

敬启者：

我现在有些担心我订购的那个新调制解调器。我是两个月前，具体日期是2010年6月12日，在你们的网页上用信用卡下的订单，我的用户号是55555，用户名为简·李。我要求你们把那个调制解调器寄到我在北京的家庭住址。

我向你们购买调制解调器是因为你们的价格很便宜，但是，如果你们不能在8月20日前把货送到，就请你们退款，我将在本地购买调制解调器。

简·李谨启

人力资源 Human Resources

管理层人事变动的通知 Announcing Changes in Leadership

经典范文 Model

Subject : New CEO

Dear Colleagues ,

It is with great pleasure that Shanghai Corporation announces a new CEO following the retirement of Eric Wang. Ken Ma joined the company in 1990 and rose up through the ranks, becoming CFO in 2005 , vice-president in 2008 and deputy CEO last year. Ken is a graduate of Tsinghua University and is married with one child. He hopes to continue the progress that Eric started in turning a local domestic company into a multinational conglomerate. Ken intends to give Shanghai Corporation and its brands global recognition and to be the market leader in all departments.

We all wish him well in leading our company to the forefront in national and transnational trade.

David Hu

President

Shanghai Corporation

主题：新的首席执行官

致全体员工：

上海公司在此非常高兴地公布埃里克·王退休之后的新首席执行官

人选是肯·马。肯于1990年加入公司，之后经过逐级晋升，于2005年升任首席财务官，2008年任副主席，去年担任副首席执行官。肯毕业于清华大学，已婚，育有一子。他希望延续由埃里克开始的进程，把本公司从一家本地公司变成一个跨国集团。肯想要使上海公司及其品牌得到全球认可，并且成为各领域的市场领先者。

让我们大家都祝愿他顺利带领公司走在国内和国际贸易的前列。

大卫·胡

上海公司主席

确认升职 Promotion Confirmation

经典范文 Model

Subject : Finance Manager

Dear Sulan ,

I am happy to tell you that your request for promotion to Finance Manager has been considered by the board and approved. We would like you to commence your new job on the 1st of next month. Before then please finalise all your current projects and clear your desk. We would also like you to spend the last week of this month understanding the Finance Manager's job so that on the 1st you can hit the ground running. Human Resources will be in touch with you within the next few days regarding your new contract.

Congratulations, Sulan. You have our full support.

Sincerely ,

Liu Xia

主题：财务经理

亲爱的素兰：

我很高兴地通知你，你想晋升为财务经理的申请已经被董事会考虑并批准了。我们希望你于下月1日起开始你的新工作。在此之前，请先处理好你手头的所有项目，然后腾空你的办公桌。我们还希望你利用本月的最后一周了解一下财务经理的职责，以便你在下月1号当天就能开展工作。这几天，人力资源部将会就签订新劳动合同一事与你联系。

祝贺你，素兰。我们全力支持你！

刘霞谨启

升职公示 Notification of Promotion

经典范文 Model

Subject : Promotion

Dear all ,

We are happy to announce that Wu Sulan has been promoted to Finance Manager. She has been our Accounting Manager for the past four years in charge of all accounting and statistical reports.

In her new position she will assume the additional responsibilities of corporate banking, capital structure and stockholder relations.

Congratulations, Sulan. You have our full support.

Sincerely ,

Liu Xia

主题：升职

致全体员工：

我们非常高兴地宣布，吴素兰已经升任财务部经理。过去的4年里，她曾作为会计主管负责公司的所有财务及统计报告。

在新的岗位上，她将承担一些其他职责，包括公司银行业务、资本结构以及股东关系。

祝贺你，素兰。我们鼎力支持你！

刘霞谨启

欢迎新同事 **Welcome a New Member**

经典范文 **Model**

Subject : Welcome to Shanghai Corporation

Dear Ding Zhiqiang ,

It gives me great pleasure to welcome you as the newest member to our sales department. I am sure that you will receive a warm welcome from all our sales team and that you will soon find yourself part of a happy and hard-working team. Your immediate supervisor is Hu Jia and he will organize an orientation programme for you on your first day.

Once again, we at Shanghai Corporation are extremely pleased that you have decided to join a go-ahead company here and we know that soon you will be contributing to our future success.

Best wishes ,

Chen Xiaoyan

主题：欢迎加入上海公司

亲爱的丁志强：

我非常荣幸地欢迎你成为我们销售部的一名新成员。我敢肯定，你将会受到所有销售小组成员的热烈欢迎，并且很快你将会发现自己成了一个快乐而勤奋的工作团队中的一员。你的直接主管是胡佳，他会在你第一天上班时为你安排一个入职辅导计划。

对于你要加入我们这个勇往直前的公司的决定，我们上海公司全体同人再一次表达我们高兴的心情，而且，我们相信你很快将会为我们公司做出贡献。

谨致

问候

陈晓燕

解除（雇佣）合同 **Terminating the Contract**

经典范文 **Model**

Subject : Company cutbacks

Dear Yang Jie ,

I regret having to tell you this, but due to a corporate program of cutbacks, your services will have to be terminated. The effective date will be May 31.

This cutback is being made companywide and will affect about 150 salaried employees. Seven or eight will be laid off in this branch. When deciding whom to let go, seniority was the primary factor. However, headquarters has determined that certain occupations will be affected more than others.

We are sorry to see you leave and will certainly provide a good

reference when you need it.

Sincerely ,

Xu Qi

主题：公司裁员

亲爱的杨洁：

很遗憾，我不得不告诉你，由于公司的裁员计划，你的工作将被终止。此决定生效日期为5月31日。

此次裁员是在全国范围内进行的，它将影响到大约150名领薪雇员。在我们这个分部里会裁掉七八个人。在决定裁掉哪一位员工的时候，资历是主要考虑的因素。当然，公司总部已经决定某些职位要裁掉的人员会更多一些。

看着你离开，我们非常难过。如果你什么时候需要推荐信，我们一定会为你好好写一封的。

徐琪谨启

申请批准公费培训项目 Request for Approval in Sponsoring Training Programme

经典范文 Model

Subject : Training programme

Dear Carson ,

Recently, many colleagues asked me for help when they encounter problems using our latest ERP software. While I was able to solve some of the problems, a large number of technical problems still remain that are beyond my expertise as a hardware

engineer. To better serve our staff, I would like to request your approval in sponsoring me for the ERP application training programme.

My justification for this request is as follows :

1.Importance A three month, systematic weekend training program by the software developer will provide me with an in depth understanding of the overall architecture and principles. This will make me more efficient in identifying and solving the problems.

2.Cost The cost of a training package for the whole firm would be around ¥ 25 , 000. It is more cost effective to spend ¥ 800 in sending me to the training program, on the basis that I would then train the rest of the staff.

3.Future benefits After training, our staff would be able to translate the business needs into the technical requirements. This will benefit us in the future by improving our communication with vendors regarding software customization.

4.Why me?

I have a Bachelor's degree in Software Development, and am one of the few people in the firm who has the knowledge in software development and its application.

I also have experience in helping colleagues with their application and regard this as a solid base for training the staff.

Please find attached a brief introduction and quotation for the training.

Thank you for your consideration of this request and I look

forward to your approval.

Yours sincerely ,

Warren Tang

主题：培训项目

亲爱的卡森：

最近，很多同事在使用我们最新的企业资源管理软件时会遇到问题，他们常常向我求助。当然，其中的有些问题我可以解决，但还有很多技术问题是作为硬件工程师的专业知识以外的。为了能够更好地为员工服务，我想请求您批准我公费参加企业资源管理软件应用培训。

我提出此申请的理由如下：

一、重要性

这是一个由软件开发商提供的有系统的周末培训项目，学期为3个月。这次培训将使我深入理解该软件的总体架构和原理，从而更有效地发现和解决问题。

二、费用

一个面向全体员工的整体培训项目成本会高达25000元。而花800元让我去参加这样一个培训，待学成之后再由我培训其他员工，这样就更能体现出经济效益。

三、将来的好处

经过培训，员工们将能够把商业需求转换成技术需求。这将改进我们在软件定制方面与开发商的沟通，从而在未来使我们受益。

四、选择我的原因

我有软件开发的学士学位，并且，我是公司里少数几个具有软件开发与应用方面知识的员工之一。

我还有在软件应用方面帮助其他同事的经验，我认为这为我进行员工培训打下了坚实的基础。

请参阅后附的培训简介以及报价单。

感谢您考虑我的申请，我期待着您的批准。

沃伦·唐谨启

辞职信 **Resignation Message**

经典范文 **Model**

Subject : Notice of resignation

Dear Mr. Zhao ,

I am sorry to inform you that circumstances dictate I must resign from my position as Division Manager. I prefer to leave at the end of this week, if that is convenient.If not, I will gladly comply with the company's request to give two weeks termination notice.

Each year my financial obligations have increased ; unfortunately, my salary here has not been able to keep up with these demands. As a result, I have been forced to reconsider my employment here and have concluded that it would be best for me to seek employment with a company better equipped to meet my financial requirements.Despite this, it is with mixed emotions, that I have accepted a position elsewhere with possibilities for future advancement and a better salary.

Please accept my thanks for the opportunity to work with you. The guidance you have given me has proved invaluable and has prepared me well for my new position. I have enjoyed the challenges presented here at Shanghai's, and I sincerely hope that I have returned a significant portion of that which I have received.

I would be happy to help you find and train a suitable replacement. Because my projects are current and I have left detailed instructions illustrating how to perform my job duties on my desk, my successor should have little difficulty assuming my responsibilities. Please let me know if there is anything else I can do to help make this a smooth transition.

Yours sincerely ,

Li Weitang

主题：辞职通知

亲爱的赵先生：

我很抱歉地通知你，现实情况迫使我必须辞去部门经理职务。如果可以的话，我希望能够在本周末离职。如果不行，我会欣然地遵守公司的规定，在两周之后离职。

我在财务方面的业务指标逐年增加，但遗憾的是，我的薪水却不能与对我的这些要求保持一致的增长。其结果就是我不得不重新考虑我在这里的工作。我得出的结论是，我最好能受雇于一家可以更好地满足我经济方面要求的公司。尽管如此，我还是怀着复杂的心情接受了另一家公司的聘用，该职位在未来会有进一步发展的机会并可以获得更高的薪水。

我很感谢你给我与你一起工作的机会。事实证明你给我的指导是无价的，并且为我的新工作做好了准备，因为我已经在上海办公室经历了各种挑战，而且，我衷心地希望，我已经对自己绝大部分的收

获给予了回报。

我愿意帮助你寻找并培训合适的替代者。我的项目已在进行中，而且我已经留下了详细的说明，解释了如何开展我现在所从事的工作，因此，我的继任者应该不会费很大力气就能肩负起我的职责。如果还需要我做什么以便顺利地进行工作交接，请告诉我。

李维唐谨启

请求加薪或升职 Request for Raise or Promotion

经典范文 Model

Subject : Request for promotion

Dear Mr. Lin ,

Since John Liu left the company three months ago, I have been acting as temporary night supervisor. I feel that I have done the job well, and am ready to take on these responsibilities permanently.

I would appreciate your looking over my records, and trust that you will agree that I merit the promotion and associated raise in salary. Thank you for your consideration.

Yours sincerely ,

Ivy Huang

主题：升职请求

亲爱的林先生：

自从约翰·刘3个月前离开公司以来我一直担任临时的夜班主管。我觉得自己干得还不错，并且，我已经为正式地承担起这些职责做好了准备。

我将非常感谢您审阅我的工作记录，并且，我相信您会认为我是值得提拔并获得相应的加薪的。多谢您的关照。

艾薇·黄谨启

工作面试 **Job Interviews**

职位描述（简介） **Job Description (Brief)**

经典范文 **Model**

Subject : 2 vacancies for technical support representatives

The Technical Support Division has positions open for two technical support representatives in the Shanghai office. Both positions require a BSc.in computer science and three years experience in the software industry.The closing date for applications is May 5.Interested persons should submit an application with a resume and a cover letter.

Technical support representatives provide telephone and on-line assistance to users of Shanghai's Vision and Mainline software products. Duties include :

- handling telephone inquiries
- answering on-line questions
- faxing hardcopy answers from our database

Questions concerning these positions can be answered by Eric Wang in Human Resources, extension 5555.

主题：招聘两个技术支持人员

技术支持部门现有两个上海办公室的技术支持人员职位空缺。两个职位都需要是计算机专业本科毕业生，并且有3年在软件行业的工作经验。感兴趣者请提交个人简历和求职信。申请的截止日期为5月5日。

技术支持人员的工作是为上海视讯及主线公司的软件产品用户提供电话和在线帮助。具体职责包括：

- 处理电话咨询

- 在线回答问题

- 通过传真方式，发送从公司数据库中获取的答案。

有关此职位的问题由人事部埃里克·王具体回答，分机5555。

招聘广告 **Job Advertisement**

经典范文 **Model**

Subject : Job vacancy

Dear (name) ,

Shanghai Corporation has a work environment that promotes diversity, embraces change, and provides leadership opportunities to every team member. We are on a fast track within the applications industry and are seeking highly skilled professionals to take us even further.

So if you are looking to make a move and are a highly motivated professional who welcomes new challenges, take a look at Shanghai Corporation.....We have your next GREAT OPPORTUNITY !

Contact us at (phone, fax, and e-mail) .

Sincerely yours ,

Lyn Lin

Human Resources Department

Shanghai Corporation

主题：职位空缺

亲爱的（姓名）：

上海公司具有良好的工作环境，我们鼓励多元化，热衷于改变，并为每一位成员提供管理机会。我们在应用产业领域正处于快速发展阶段，目前我们正在寻求高技术的专业人士，以使我们公司有进一步的发展。

因此，如果你正打算换工作，而且是一个喜欢挑战、积极向上的专业人士，请关注上海公司……我们这里有你的下一个机会。

请按以下（电话、传真以及电邮）与我们联系。

林恩·林谨启

人事部

上海公司

雇主的跟进回信（胜出的候选人） **Employer's
Follow-up Letter (Strong Candidate)**

经典范文 **Model**

Subject : Job vacancy

Dear David Woo ,

On behalf of Shanghai Corporation I am pleased to extend this offer of employment at our Shanghai office. Shanghai Corporation is offering you the position of administrative assistant beginning April 1 , 2010.As we discussed in our call earlier today, you will be paid a monthly salary of¥5 , 000.Attached is a copy of the standard employee agreement.As previously mentioned, you will be asked to sign the agreement as a condition of employment.

Please examine the“Employer Review and Verification”section of the enclosed Form I-9 for the types of documents that we will need to review at your orientation.

Please inform us in writing of your decision to accept employment as soon as possible. This offer will expire in one week.

Yours sincerely ,

Eric Wang

主题：职位空缺

亲爱的大卫·吴：

我谨代表上海公司很荣幸地通知你来我们的上海办公室工作。我们聘请你出任行政助理，于2010年4月1日开始上班。正如我们早些时候在电话里谈的那样，公司将付给你5000元的月薪。随信附上一份标准的雇佣合同。如前所述，签署雇佣合同是我们的一项雇佣条件。

请仔细阅读后附的I-9表格《雇主审核和确认》部分，其中列出了我们要在你入职时审核的几种证书以及文件资料。

若你决定接受我们的聘用，请尽快书面通知我们。此信将在一周内有效。

埃里克·王谨启

雇主的跟进回信（不符合条件的候选人）
**Employer's Follow-up Letter (Unqualified
Candidate)**

经典范文 **Model**

Subject : Job vacancy

Dear Mr. Lin ,

We appreciate your interest in applying for employment at Shanghai Corporation. Our job announcement brought 30 applications for the two supervisor openings. Your application was very strong, and you were among the four finalists, but we have offered the positions to two applicants who had lengthy supervisory experience specifically in road construction. Otherwise, you have excellent credentials and will surely find other employment soon.

Yours sincerely ,

Eric Wang

主题：职位空缺

亲爱的林先生：

我们非常感谢你申请上海公司的待聘职位。我们的招聘启事吸引了30位应聘者竞争这两个主管职位。你的申请资料很有竞争力，而且你也在我们的4位最终候选者之列，但是，我们最终还是决定把该职位给予另外两个申请人，他们有很长时间的管理经验，尤其是在道路工程建设方面；另一方面，我们相信凭借你这么好的资历，你一定能够很快找到其他的工作。

埃里克·王谨启

雇佣通知书 **Job Offer Letter**

经典范文 **Model**

Subject : Job offer

Dear Mr. Tsang ,

This letter will confirm the terms and conditions of the verbal offer of regular full-time employment tendered to you, valid for your written acceptance on or before September 15 , 2010. The offered position is administrative assistant, reporting to Jane Yan, vice president of development. Your starting salary will be ¥ 2 , 000 per month, paid bimonthly on the first and fifteenth of each month for work performed during the previous month.

As a new employee, your first six months of employment at Shanghai Corporation will be considered an introductory period. After you have completed this period, the Shanghai Corporation will conduct a performance review to ensure that expectations are being met by both the employee and the employer.

This offer is contingent on the completion of a reference check verifying your professional and educational background and eligibility to work legally in Shanghai. We look forward to your acceptance of this offer and to your first day of employment September 20 , 2010.

Yours sincerely ,

Eric Wang

主题：录用通知

亲爱的曾先生：

我们以前曾口头同意提供给你一份固定的全日制工作，此次写信是要确认雇佣条款。此信的有效期到2010年9月15日止，我们需要在此日期之前收到你的书面接受函。我们提供给你的职位是行政助理，向主管研发的副总裁简·严负责。你的起薪将为每月2000元，根据上一个月的工作表现，于每月的1日和15日分两次支付。

作为新员工，你在上海公司工作的前6个月将被定为试用期。在你结束试用期后，上海公司将对你进行工作表现评审，以保证此次雇佣达到了双方的预期。该雇佣邀约是根据相关的背景调查而确定的，我们核实了你的专业和教育背景以及在上海工作的合法资格。我们期待你接受此雇佣邀约，并于2010年9月20日开始上班。

埃里克·王谨启

推荐信（升职）

Recommendation (Promotion)

经典范文 Model

Subject : Accounting team leader

Dear Mr. Brown ,

During last Friday's management meeting, you mentioned your plan to add an accounting team to serve new and existing accounts. Via the office grapevine, Mary Lui heard about the plan and asked that I recommend her for team leader. Because she has shown the accounting skills, dedication, and communication skills needed by leaders, I agreed to write this recommendation.

Mary joined Shanghai Corporation in April 2003 and was assigned to my team in June 2004 as an accounts assistant. Her excellent skills at reconciling sales accounts, as well as purchase accounts, enabled Mary to make an immediate, strong

contribution. Moreover, last January when our team needed help with credit control, Mary took a night class on the topic and voluntarily added credit control to her previous assignment. That training further helped our team.

While Mary has excellent accounting and information systems skills, she also works well with colleagues. In fact, within six months after she arrived, team members were looking to her as the group's troubleshooter. They respected her ability to listen, think through a problem, and solve it.

In summary, Mary Lui has shown the skills and dedication that Shanghai Corporation wants in its leaders. As you look for someone to lead the new accounting team, please consider Mary. The assignment would require that she be promoted to Accounts Supervisor, but as this email shows, Mary has earned the promotion, and she can handle the work.

If you want more information, please call me at ext. 6029.

Kindest regards ,

Will Chang

主题：财务组组长

亲爱的布朗先生：

在上周五的管理层会议上，你提到计划增加一个财务组为新老客户服务。玛丽·吕通过办公室的小道消息听说了这个计划，并要求我推荐她做这个小组的组长。鉴于她表现出来的会计技能，忘我精神，以及领导者所需要的沟通技巧，我同意写这封推荐信。

玛丽于2003年4月加入上海公司，并于2004年6月被分配到我的小组做会计助理。她具有协调销售账户和采购账户的高超技能，从而

很快为公司做出了不少贡献。还有，去年1月，我们小组在信用管理方面需要帮助，玛丽参加了一个这方面的培训班，并且主动承担了信用管理方面的工作。那个培训进一步帮助了我们的团队。

玛丽具有良好的会计和信息系统技能，同时，她和同事也相处得很好。事实上，在她加入我们小组6个月之后，同事们都把她当作我们团队里解决问题的高手。她能认真听取问题，认真思考问题，然后解决问题。大家都很佩服她这方面的能力。

总之，玛丽·吕已经具备了这些上海公司希望其管理者所具有的技能 and 忘我精神。当你寻找这个新财务小组的领导人选时，请考虑玛丽。这份工作可能需要把她提升到会计主管级别，但是，正如这份邮件中所说，玛丽已经具备了晋升的条件，而且她可以做好这个工作。

如果你还需要更多信息，请与我联系。我的分机号是6029。

此致

敬礼！

威尔·常

推荐信（有竞争力的候选人）

Recommendation (Strong Candidate)

经典范文 Model

Subject : Software Accounts Manager

Dear Mr. Chiu ,

As manager of the finance group at ABC Software, I am pleased to recommend Janice O'Rourke for the position of Software Accounts Manager for your company. Janice came to ABC Software as an assistant finance controller in January 2010 and proved to be

an asset at a crucial time. We had recently expanded our Shandong Servicing Center and had a backlog of tasks. Janice worked on a payment-clearing account. From start to finish, she worked diligently to help us manage this transition. Janice identified procedural issues, made recommendations to avoid future difficulties, and trained a permanent employee to manage the account.

Throughout her seven months on our staff, Janice consistently maintained a professional demeanor and work ethic. Her strong people, organizational, and management skills helped her work well with co-workers and senior management.

Without reservation, I recommend Janice O'Rourke for any accounting/management position. If you would like to discuss her qualifications in more detail, please call me at (214) 555-5000.

Sincerely ,

Sue Wang

Manager

主题：软件账户经理

亲爱的邱先生：

作为ABC软件公司财务组的经理，我很荣幸地向您推荐贾尼斯·欧洛克担任软件账户经理。贾尼斯于2010年加入ABC软件公司担任助理财务管理员，事实证明她是我们这一关键时期的宝贵财富。我们最近刚扩展完我们的山东服务中心，因此积压下了大量的工作。贾尼斯负责支付结算账户的工作。自始至终，她努力地帮助我们度过了这个转型期。贾尼斯发现了程序上的问题，提出了解决建议以避免将来可能出现的问题，而且还培训了一名正式雇员来管理账户。

7个月来，贾尼斯作为我们队伍中的一员，一直保持着高度的专业态度和职业道德。她具有很强的人际交往和组织管理能力，这使她在工作中能够与同事以及高级管理人员和睦相处。

我毫无保留地推荐贾尼斯·欧洛克担任任何财务或管理职务。如果您希望更详细地讨论有关她的资格问题，请致电（214）555-5000与我联系。

苏·王谨启

经理

推荐信（有保留意见） Recommendation（with Reservations）

经典范文 Model

Subject : Gail Ling

Dear Mr. Chiu ,

I am writing to recommend Gail Ling for the position of Financial Accounts Specialist for your company. Gail came to work at ABC Software in March 2009. We had earlier expanded our Shandong Servicing Center, and she was one of several employees whom we hired to manage the additional work resulting from our expansion.

Gail was a diligent, well-organized worker whose skills were particularly important in her work on a payment-clearing account. She worked closely with senior management, consultants, and subordinates and her interactions were always accommodating and capable. Though Gail had some difficulty supervising her own assistants, I believe she was improving in this area.

Gail was a quick learner and receptive to constructive criticism. She knew her limitations and was eager to improve. When inaccuracies in her work were pointed out, she worked hard to resolve the problem. To that end, she attended work related seminars and workshops.

I found Gail to be an intelligent, personable, and motivated worker. If I can be of further service, please contact me at (214) 555-5000.

Sincerely ,

Sue Wang

Manager

主题：盖尔·林

亲爱的邱先生：

我在此书面推荐盖尔·林应聘贵公司的财务账目专员一职。盖尔于2009年3月就职于ABC公司。之前我们扩展了在山东的服务中心，我们聘请了一些雇员负责扩展工作所带来的额外工作，她就是其中之一。

盖尔是一个勤奋、有良好组织能力的员工，她的技能对她从事的支付结算账户工作来说尤为重要。她曾与高级管理人员、顾问以及下属密切合作，而且她的待人接物总是显得那么平易近人和得心应手。尽管盖尔在管理她自己的助手时遇到过一些问题，但是我相信她在这些方面正在改进。

盖尔学东西很快，而且乐于接受建设性的批评。她了解自己的不足，并且渴望有所提高。当别人指出她工作中的错误时，她就努力去解决出现的问题。为此，她还参加过与工作有关的各种研讨会和讲座。

我觉得盖尔是一个聪明、人品好、积极进取的工作者。如果需要我提供进一步的帮助，请致电（214）555-5000与我联系。

苏王谨启

经理

参加面试 Participating in Interviews

申请函 Application Letter

经典范文 Model

Subject : Marketing director

Dear Mr. Du ,

I am responding to your ad in the Shanghai Daily for a marketing director.

I have had ten years of experience in marketing, and am currently employed as the marketing director for Stevens Marketing, a niche market specialist with 40 employees. I have had extensive experience in writing ad copy, a skill that you asked for in your advertisement. I am now in a position to take on greater responsibilities.

I have followed the growth of Shanghai Corporation, and I would love being associated with such a fine organization.

Please review my enclosed resume. I will contact you next week for an appointment to discuss a position with Shanghai Corporation.

Sincerely ,

Sabrina Tang

主题：营销总监

亲爱的杜先生：

我在此回应您在《上海日报》上刊登的招聘营销总监的广告。

我已经有10年的市场营销工作经验，目前正在斯蒂文市场营销公司担任市场营销总监，这是一家有40名员工的专注于利基市场的公司。我在广告写作方面有丰富的经验，这种技能正是你们的广告中所要求的。我现在有能力去承担更大的责任。

我关注着上海公司的发展，并且衷心希望加入到这样一家优秀的公司里来。烦请参阅附上的个人简历。我将在下周与您联系，约定一个时间与您讨论一下上海公司的这个职位。

萨布丽娜·唐谨启

请求写推荐信 Recommendation Request Letter

经典范文 Model

Subject : Recommendation letter

Dear Mr. Guo ,

I am writing to ask if you would be willing to write a letter of recommendation for me. As you know, I was a victim of the recent layoffs that the merger caused.

I think you know my abilities as well as anyone, and I hope you can give some specific details of our experiences together on the design team at Zhang Aerospace. You also know of my skill as a problem solver and as a mediator between designers advocating conflicting courses of action. I am setting my sights on a

management position this time, so anything you can say about my ability to manage, supervise, and motivate people would also be useful.

I appreciate all the help you have given me in the past, and if I can reciprocate this favor, please let me know.

Yours sincerely ,

Martin Bin

主题：推荐信

亲爱的郭先生：

我此次写信是想请您为我写一封推荐信。您知道，我是最近因企业兼并而被裁减的人员之一。

我想您像其他人一样了解我的能力，因此，我希望您能写出一些我们在张氏航空航天工业公司设计小组一起工作时的详细情况。您也了解我解决问题的能力，以及在主张不同行动方案的工程师之间调解矛盾的技巧。这次我将着眼于管理职位，因此，所有您所能提及的有关我的管理能力、监督能力以及调动他人积极性的能力等方面的信息都会对我有帮助。

我非常感激您以前给予我的所有帮助。如果我可以做些什么用以回报您，敬请告知我。

马丁·宾谨启

职位申请书 Application Essay

经典范文 Model

Subject : Application Essay

I take pleasure in having a chance to objectively scrutinize my study and career, and express my earnest wish to participate in the World Bank's Internship Program.

First, the essential reason why I apply for this program is that my dream is to work for international nonprofit organizations in order to improve people's quality of life. While in high school I was interested in mathematics and economics, due to the influence of my father who is a professor of International Economics. However, as I learn more about the study of economic theories, I realized that theories need to be put into practice. As far as I'm concerned, the purpose of research is not to explain the economic phenomena and put forward relevant policies, but to improve the quality of human life. Without making the earth more harmonious and prosperous, most of our research will be meaningless, won't it? Therefore, I made my lifelong decision after I drew the above conclusion, and decided to devote my life to helping other people, especially people who are living in depressed areas.

Last year when I worked as a member of the City Development Strategy (CDS) Distance Learning Course held by the World Bank Institute, I read many articles about how to "reduce poverty through local economic development" which were provided by WBI, and gained much knowledge from them. Since the course went along synchronously in many different countries, I had a chance to join in the enthusiastic discussions on the internet so that I enhanced my professional knowledge and English communication skills. I also deeply recognized that I had a great interest in correlative fields, and prepared for further studies.

Reviewing my study life as a student who majored in regional economics at Peking University, I am in possession of all the crucial knowledge in this discipline, and have been awarded a scholarship.

I also reinforced my practical skills when I participated in some research programs. I specially acquainted myself with urban problems in China and the requirement of local governments. For example, in the program of the informationization development planning of Changsha, I spent much time in communicating with local governors in order to know their opinions of the government's role in local economic development. This kind of activity benefited me enormously. Finally, I am interested in some of the programs of the World Bank :

1) Urban Development : I have participated in such a program and am familiar with the achievements of the World Bank.

2) Environmental Policy and Regulations : I majored in Environment Management and I have experience of policy planning.

3) Poverty and Rural Development : I have recently read many articles and books about sustainable development.

Taking into account all these factors above, I have an enthusiastic passion for your program, and I strongly believe that I can make a great contribution to it. Thank you for your time and consideration.

Yours sincerely ,

Delia Dai

主题：职位申请书

我很高兴能有一个机会来客观地审视我的学习和工作情况，并表达我对参加世界银行实习计划的渴望。

首先，我想参加这个计划的根本原因是我一直梦想为非营利性国

际组织工作，以改善人们的生活质量。我父亲是国际经济学教授，受他影响，我上中学时就对数学和经济学感兴趣。然而，当我了解了更多的经济学理论研究之后，我认识到，理论必须付诸实践。就我而言，研究的目的是要解释经济现象，并提出有关政策，而是要改善人类生活的质量。如果不能使地球变得更加和谐与富裕，我们大多数的研究就没有任何意义。因此，在我得出上述结论之后，我就做出了终生的决定，那就是要献身于帮助别人的事业，特别是要帮助那些生活在贫困地区的人。

去年，当我为世界银行学院举办的城市发展战略（CDS）远程教学课程服务时，我阅读了许多由世界银行学院提供的关于《通过发展地方经济减少贫困》的文章，学到了许多知识。由于该课程是在许多不同国家同时展开的，我有机会参加了在互联网上进行的热烈讨论，从而提高了自己的专业知识和英语沟通技巧。我还深刻地认识到，我对相关领域也有极大的兴趣，因此，我准备做进一步的研究。

在北京大学区域经济学专业学习时，我掌握了这门学科所有的重要知识，并且获得过奖学金。在参加一些研究项目的过程中，我也增强了自己的实践技能。我专门了解了中国的城市问题以及地方政府的需求。例如，在进行长沙市信息化发展规划项目时，为了了解地方官员对政府在当地经济发展过程中的作用的想法，我花了许多时间与他们沟通，这种活动使我受益匪浅。

最后我想说，我对世界银行项目中的以下几方面感兴趣：

1) 城市发展：我曾经参加过一个这样的项目，而且我也熟悉世界银行取得的成果。

2) 环境政策与法规：我的专业是环境管理，并且有政策规划的经验。

3) 贫困和农村发展：我最近阅读过很多关于可持续发展的文章和书籍。

考虑到以上这些因素，我非常希望参加你们的计划。我坚信，我可以为之做出巨大的贡献。感谢您抽出时间考虑我的申请。

迪莉娅·代谨启

职位接受函 Job Acceptance Letter

经典范文 Model

Subject : Marketing representative

Dear Mr. Zhang ,

I am pleased to accept your offer to join Shanghai Corporation as a marketing representative. The meeting with your marketing staff convinced me that I will be working with a successful team in a dynamic company, and I look forward to contributing to the team's efforts. As you requested, I have signed and enclosed the contract which details my salary as well as commission bonuses.

I appreciate the literature you sent on the company's retirement and insurance programs. Thanks also for offering to answer questions I may have concerning these benefits, when I report to you for orientation at 8:00 a.m. on Monday, January 3. I appreciate your help in processing the employment papers and look forward to our January meeting.

Yours truly ,

Wendy Wu

主题：销售代表

亲爱的张先生：

我很荣幸地接受您给我提供的销售代表的职位。与你们的销售人

员的会面使我确信我将在一个活力无限的公司里与一个成功的小组一起工作。我期待着为这个小组贡献力量。正如您所要求的那样，我已经签署了那份包含我的工资及提成等详细情况的合同，并已随函附上。

我很感激您发给我的有关公司的退休和保险计划的文字材料。我会在1月3日星期一上午8点向您报到，做入职培训。您说您会在那个时候回答我可能提出的有关这些福利的问题，对此，我非常感谢。我也同样感激您在处理我的雇佣文件时所给予的帮助，并期待着与您在1月会面。

温蒂·吴谨启

感谢推荐人 **Thank You for Your Reference**

经典范文 **Model**

Subject : Thanks for your reference !

Dear Mr. Guo ,

Thank you for taking the time to write me a letter of recommendation. I could not have asked for nicer comments.Your letter paved the way for numerous interviews and a job offer from Shanghai Corporation, where I wanted to work most and which I accepted.The time you took to write that letter will have a significant impact on my life for years to come.I hope I can reciprocate the favor.

Yours sincerely ,

Martin Bin

主题：谢谢您的推荐信！

亲爱的郭先生：

感谢您抽出时间为我写推荐信，且用了这么多的溢美之词。您的推荐信给我带来了许多面试的机会以及上海公司的录用通知，去这家公司工作正是我梦寐以求的，我已经接受了他们的聘用。您煞费苦心所写的推荐信将对我今后的人生产生巨大的影响。我希望能有机会报答您的恩情。

马丁·宾谨启

面试后的跟进函 Interview Follow-up Letter

经典范文 Model

Subject : Interview for position of Marketing Assistant

Dear___ ,

I want to express my sincere appreciation for the interview on___. ___ is a dynamic and growing company, and I would love to be part of your team. I hope I am extended the opportunity to prove that I can make an effective contribution.

I hope that if the job is offered to me that I can soon make a significant contribution to your company.

Once again, many thanks.

Yours sincerely ,

主题：关于市场营销助理职位的面试

亲爱的___：

我为___的面试表示衷心的感谢。

___是一个生机勃勃、蒸蒸日上的公司，因此，我非常愿意成为你们团队中的一员。我希望能有幸得到这个机会来证明我能够做出有益的贡献。

如果我能够得到这份工作，我希望很快就能为贵公司做出重要的贡献。再次表示感谢。

___谨启

商务英语全能王

[美]阿曼达·克兰德尔·巨 著
(Amanda Crandell Ju)

巨小卫 译

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目录

版权信息

前言

十项全能之一 商务词汇 Business Vocabulary

常用银行业务词汇 Common Banking Terms

常用外贸词汇 Common Foreign Trade Terms

常用金融词汇 Common Financial Terms

政府机构词汇 Government Agencies and Offices Terms

十项全能之二 商务信函范例 Business Emails

社交信函

请求帮助 Requesting Assistance

请求约见 Requesting an Appointment

安排约见 Setting an Appointment

邀请信 Letter of Invitation

回应邀请 Responding to an Invitation

感谢信 Expressing Thanks

祝贺信 Congratulations

道歉信 Letter of Apology

慰问信 Letter of Consolation

外贸信函

介绍公司 Company Introduction

推销商品 Recommending Products

请求建立合作 Requesting Cooperation

询价 Inquiry

报价 Giving a Quotation

还价 Making a Counteroffer

订购 Making an Order

说明包装和发货要求 Packaging and Shipping Requirements

通知付款 Notice of Billing
催款 Urging Payment
投诉 Complaints
回应投诉 Addressing Complaints
客户调查问卷 Customer Survey
产品说明书 Product Owner's Manual

通用公文

会议通知 Announcing a Meeting
给顾客的通知 Making Announcements to Clients
申请资金 Application for Funding
报告项目进度 Reporting Project Progress
报告销售情况 Reporting Sales
新闻发布稿 Press Release

求职文书

求职信 Cover Letter
推荐信 Letter of Recommendation
招聘广告 Job Posting
录用通知 Acceptance Letter

十项全能之三 管理和组织 Management and Leadership

公司结构 Company Organization
达成共识 Reaching Consensus
影响别人 Influencing Others
鼓励员工 Motivating Employees
和上级沟通 Communicating with Superiors
项目管理 Project Management
协调冲突 Conflict Management
鉴定员工表现 Employee Performance Reviews
写使命宣言 Writing a Mission Statement

十项全能之四 国际贸易 International Trade

贸易展 Trade Shows
贸易展后的追踪跟进 Following up on Trade Show Leads
寻找货源 Finding a Source

寻找出口渠道 Finding Export Leads

信用证 Letter of Credit

价格谈判 Negotiating a Price

关税 Tariffs

货运、海关和其他事宜 Shipping, Customs, and Other Issues

十项全能之五 设计和生产 Design and Production

预测市场动向 Predicting Trends

新产品的研发 New Product Development

专利设计 Design Patent

设计的策略 Design Strategy

生产计划 Production Planning

质量检验程序 Quality Process and Procedure

十项全能之六 公司财务 Company Finance

做预算 Budgeting

财务结算 Accounting

成本控制 Cost Control

现金流 Cash Flow

集资 Raising Capital

年度财务报告 Annual Financial Reports

十项全能之七 银行业务 Bank Business

存款 Making a Deposit

外币账户 Foreign Currency Account

换外汇 Foreign Currency Exchange

企业信贷 Corporate Credit

申请信用卡 Applying for a Credit Card

十项全能之八 营销和销售 Marketing and Sales

营销策略 Marketing Strategies

销售审核 Sales Reviews

决定价格 Determining Prices

策划广告活动 Creating an Advertising Campaign

展示新产品 Demonstrating New Products

电话推销 Telemarketing

市场调研 Marketing Survey

安抚恼怒的客户 Calming an Upset Customer

十项全能之九 人力资源 Human Resources

公司培训 Company Training

求职面试 Interviewing for Employment

工资和福利 Salary and Benefits

员工培训 Conducting Employee Training

十项全能之十 公共关系 Public Relations

改变企业形象 Transforming Corporate Image

举行新闻发布会 Holding a Press Conference

规划公共关系策略 Planning a Public Relations Strategy

应对负面报道 Dealing with Bad Publicity

前言

你手上拿的这本书，绝对有别于你以往见到的任何一本商务英语书！之所以说它独一无二，是因为它讲述的是真实的商务世界的口语（在商务生活中，人们的确是这么说的）。书中提供的表达技巧，能够帮助中国的商务人士和西方世界的同行们顺利交流。此外，你还会在学习当中发现，你所提高的不仅有英语表达能力，你的商业技能也有大幅提升！

本书共分为三个部分：商务词汇、商务信函范例和50个商务主题。其中，“商务词汇”精选了商务场合必备词汇。“商务信函范例”收录了大量商务写作范例和常用句型，题材面广，无疑是案头常备的写作工具。在“50个商务主题”中，每个主题包括单词短语、文化和商业理念，以及实景对话。这种“案例式”教学，具备实用和简明的特点，便于现学现用。你既可以提高口语，又能在生意上取得成功，如果你恰好在寻找一本能够赋予你这种力量并取得进步的书，那就不用再找了……你手上的这本就是。

祝您好运！

Amanda Crandell Ju

巨小卫

笔者想感谢如下对本书出版提供重要帮助的人：Linda Crandell Mansfield, 巨小兵, Alvin Crandell, Dorina Tamblyn和Charity Yulan Ju。

注：本书旨在列举不同情境下的商务信函与商务往来范例，遂全书出现的英文人名均未翻译。

十项全能之一 商务词汇

Business Vocabulary

常用银行业务词汇 Common Banking Terms

account 账户

activity 账户活动

in-full 全额，全数的

interest 利息

ATM 自动提款机，自动柜员机

balance 余额，结存

basis point 基点

investing 投资

issued 发行的

lend 借出，放款

loan 贷款，借款

bill 账单，单据，钞票

borrow 借

minting 大笔金额的钱

money 钱

bounce 拒付，退回（支票等）

budget 预算

mortgage 抵押，按揭物

cashier 出纳员，收银员

cash 现金

outstanding 未付款的，未兑现的

overdraft 透支，透支额

certificate of deposit 存款单

check 支票

overdraw 透支，提取

pay 支付

coins 硬币，钱币

percentage 百分比

collateral 抵押品，担保物

commission 手续费，佣金

compound interest 复利息

counterfeiting 伪造

credit card 信用卡

credit rating 信用评级

period 期，周期

principal 委托人

profit 利润，利息表

register 注册，登记

save 储蓄，储存

savings 储蓄，存款

credit 信贷，信用

currency 货币

service charge 手续费，服务费

simple interest 单利息

customer 消费者，客户

debit 借记，借方

statement 报表，结单

teller 出纳员

debt 债务

term 期，项，条件

default 违约，拖欠

deposit 存款，定金，押金

fee 费用

transaction 交易

transfer 转（账）

vault 保管库

financial institutions 金融机构

income 收入，收益

withdrawal 提款，取款

yield 返回定期支付利息的债券的收益

常用外贸词汇 Common Foreign Trade Terms

agency 代理商

inconvenience 不便

agent 代理

appoint 委派

investigation 调查

invoice 发票

arbitration 仲裁

joint venture enterprise 合资企业

loading port 装货港

assign 指定

brand 品牌

loss 损失

campaign 推广活动

carriage paid 运费已付

cash against documents (CAD) 凭单付现

maximum quantity 最大数量

minimum quantity 最小数量

multimodal combined 多式联运

mutual benefit 互利

cash on delivery (COD) 交货付现

net weight 净重

cash with order (CWO) 随订单付现

certificate of quality 质量证明

claim 索赔

pay on delivery (POD) 货到付款

payment by installment 分期付款

payment in advance 预付

combined transportation 联运

commission 佣金

compensation 赔偿

cooperative enterprise 合作企业

credit standing 信用地位, 信誉

damaged 被损害的

payment in cash 现金支付

port of destination 目的港

port of shipment 装运港

prompt delivery 即期交货

publicity 宣传

quality control 质量管理

quantity 数量

deferred payment 延期付款

design 设计

direct vessel 直达船只

reliable quality 质量可靠

remittance 汇付

distribution network 分销网络

remuneration 酬劳

durable consumer goods 耐用消费品

excellent quality 品质优良

sales channel 销售渠道

skillful manufacturing 制作精巧

financial position 财务状况

sophisticated technology 高精技术

specification 规格

foreign owned enterprise 外商独资企业

grade 等级

standard 标准

gross weight 毛重

high-tech products 高科技产品

state owned enterprise 国有企业

territory 销售区域

time of delivery 交货期

time of shipment 装运期

trade reputation 贸易声誉

trademark 商标

unloading port 卸货港

unsatisfactory 令人不满意的

wide varieties 品种繁多

常用金融词汇 Common Financial Terms

acquirer 商户或收单银行

adjustable rate 浮动/可调整利率

certified check 保兑支票，保付支票

check credit 支票贷款

adjusted balance method 调整余额法

agreement corporation 协议公司（美）

average daily balance 日均余额

checkbook 支票本

check 支票

clearance 净空，清除

balance 余额，结余

cleared funds 结算/清算资金

bank reconciliation 银行余额调节表，对账单

CMT index 第一资本金融公司指数

（capital one financial corp）

benchmarking 基准

COF index 废材指数

beneficial ownership 实益拥有权

blank check 空白支票

collection agency 收账代理公司

commission recapture 佣金折扣

commission 佣金，手续费

blank endorsement 空白背书，无记名背书

compensating balance 补偿性余额

complete audit 全面审计

bounced check 空头支票，退回支票

cancelled check 注销支票，付讫支票

capital requirement 资本要求

compound interest 复利，复息

consumer finance 消费信贷

cash out 现金支出

cash reserves 现金储备

continuous compounding 连续复利

core deposits 核心存款

cashier's check 银行本票，现金支票

cd rate 利率存单

correspondent 代理，通汇

credit card 信用卡

CD 存单

central assets account 中央财产账户

certificate of authority 委托书，许可证

credit netting 信用净额结算

credit report 信用调查报告

credit union 信用社，合作银行

current income 本期收益

certificate of deposit 存单，存款单

debit card 借记卡，转账卡

debt instrument 债务票据

interest-bearing 有息的，计息的

direct deposit 直接存款

discount window 贴现窗口

investment management 投资管理

kiting 空头支票

discrete compounding 非连续复利计算

draft 汇票

late charge 滞纳金，逾期费用

late fee 滞纳金

electronic funds transfer 电子转账

Eurocurrency market 欧洲通货市场

Eurodollar market 欧洲美元市场

European economic and monetary union 欧洲经济与货币联盟

lending standards 贷款标准

letter of credit 信用证

loan officer 贷款员

loan-deposit ratio 存贷比率

lockbox 个人资料管理

exact interest 精确/实计利息

examiner 银行审查人员

micropayment 小额支付

minimum balance 最低余额

money market account 货币市场账户，金钱市场账户

excess reserves 超额准备金

fail 不及格，失败

money order 汇票，汇款单

financial holding company 金融控股公司

firewall 防火墙

negotiable certificate of deposit 可转让存款证

float 浮点数，浮动

floor limit 最低限额

negotiable instrument 可转让票据，流通票据

foreign exchange reserve 外汇储备

forfeiting 无追索权融资，又称福费廷

frozen account 冻结账户

negotiable 可转让的，可流通的

net interest income 净利息收入，净利息收益

go around 足够供应，足够分配

netting 净额结算

gold certificate 金券，金证券

good money 良币，赚大钱

non-interest income 非息收入，非利息收入

guarantee fee 保证金，担保费

online banking 网上银行，网上银行业务

identity theft 身份信息被盗，身份窃取

ordinary interest 普通利息，单息

inactive account 滞呆账户，无效账户

indirect loan 见解贷款

outstanding check 未付支票，未兑付支票

initial deposit 开户金额，初始保证金

institutional financing 机构融资

overdraft protection 透支保障，透支保护

overdraft 透支

personal identification number 身份证号

overnight limit 隔夜限额
payment in kind 实物支付
pay 支付

pin 密码

postdate 过期

penalty 罚款

price 价格

政府机构词汇 Government Agencies and Offices Terms

Commission for Legislative Affairs 法制工作委员会

Ministry of Finance 财政部

Ministry of Foreign Affairs 外交部Ministry of Health 卫生部

Committee for Internal and Judicial Affairs内务司法委员会

Ministry of Justice 司法部

Education, Science, Culture and Public Health Committee教育，科学，文化和卫生委员会

Ethnic Affairs Committee 民族委员会

Ministry of National Defense 国防部

Ministry of Public Security 公安部

Ministry of Science and Technology科学技术部

Finance and Economy Committee财政经济委员会

Motions Examination Committee提案审查委员会

Foreign Affairs Committee 外事委员会

National Audit Office 国家审计署

National People's Congress 全国人民代表大会

General Administration of Customs海关总署

Overseas Chinese Affairs Committee华侨委员会

General Office of the State Council国务院办公厅

Secretariat 秘书处

General Office 办公厅

Law Committee 法律委员会

Standing Committee 常务委员会State Intellectual Property
Office国家知识产权局

Ministry of Commerce 交通部Ministry of Construction 建设
部Ministry of Education 教育部

State Taxation Administration 国家税务总局

十项全能之二 商务信函范例 Business Emails

社交信函

请求帮助 Requesting Assistance

高频句

Would you mind lending me a hand?您愿意帮个忙吗？

I could really use some help with.....我在.....需要帮助。

If you could spare an hour or two to help me with the report, I would be very thankful.如果您能花一两个小时帮我看看这个报告，我将感激不尽。

I would really appreciate any suggestions you could give me.很感激您给我的建议。

Could you take a look at my computer?您能帮我看看我的电脑吗？

Thanks for this huge favor.非常感谢你帮我这么大忙。

I really appreciate your help on this one.十分感谢你在这件事上帮的忙。Thanks a million！万分感谢！

信例1

Dear Ginny ,

Would you mind lending me a hand on the end-of-year financial reports? I am running behind on the deadline and could really use some help. If you could spare an hour or two to help me to review the data before I submit it, I would really appreciate it. Thanks for this huge favor !

Sincerely ,

Helen

你是否愿意在年底财政报告上帮帮我。我已经超过了上交时间而且真的需要帮助。在我递交之前如果你肯花一两个小时帮我审核数据，我会感激不尽。感谢你帮的这个大忙！

信例2

Dear Louie ,

I was hoping you could help me with a small problem I've been having. My computer seems to be infected with a serious virus, but I don't know how to get the virus off my hard drive. I have tried the anti-virus software, but it doesn't seem to help. Could you take a look at my computer and give me some suggestions? I would really appreciate your help on this one !

Sincerely ,

Terrence

我想你能帮我解决一个我遇到的小问题。我的电脑好像中了病毒，但是我不知道该怎么把它从硬盘中清除。我已经试过了杀毒软件，但好像不起作用。你能帮我看一下我的电脑并提点建议吗？真的非常感激你在这方面给予的帮助。

请求约见 Requesting an Appointment

高频句

I am planning a trip to New York next month. 我计划下个月到纽约。

I will be in Beijing for business during the week of May 16th. 我5月16日那周到北京出差。

If it is convenient, I would like to arrange an appointment. 方便的话，我想跟您约时间见个面。

I would like to meet to discuss our new product line. 我想跟您当面讨论我们的新产品线。

If possible, I would like to visit you during my trip. 有可能的话我想在旅行期间拜访您。

Please let me know your schedule. 请告诉我您的时间安排。

Could we schedule a time to meet soon? 我们可不可以安排在最近见面？

I look forward to seeing you soon. 我期待尽快见到你。

I look forward to hearing from you soon. 我期待着尽早收到你的消息。

信例1

Dear Ms. Miller ,

I am planning a trip to Chicago from July 17th to 28th. Would it be possible to arrange a meeting at your office during that time? I would like to discuss our plans for merger. Please let me know your schedule. I look forward to hearing from you soon.

Sincerely ,

Ding Jun

我计划7月17~28日间到芝加哥出差。请问在此期间方便在您的办公室安排会面吗？值此机会，我想和您探讨有关我们的合并计划事宜。请告知我您的时间安排。希望能尽快收到您的回复。

信例2

Dear Mr. Li ,

I am pleased to hear that you will be visiting Guangzhou next month. I will be on abroad between March 6th and 12th, and will be unavailable those days for meeting with you. If it is convenient, can we arrange to meet on March 14th? Please let me know if this arrangement works for you.

Best regards ,

Martin Harris

很高兴听说您将在下月到访广州。我计划于3月6~12日间出国，在此期间无法与您会面。如果可行，我们能否安排到3月14日见面？请告知我这个安排对您是否适用。

安排约见 **Setting an Appointment**

高频句

I am happy to hear of your upcoming trip. 我很高兴听说您即将到访。

Let's schedule our meeting for Tuesday, March 19th. 把会面安排到3月19日周二这天吧。

If it is convenient, we can meet at my office.如果方便的话我们可以在我的办公室碰面。

Are you able to meet me on Friday?你周五能跟我见面吗？

Let me know if this time is OK for your schedule.告诉我这个时间您是否方便。

I am available in the afternoon.我下午有空。

Should we meet at 10am?我们上午10点见面可以吗？

I look forward to your visit.我期待您的到访。

Let's meet for lunch.我们一起吃午饭吧。

Can you make a meeting at 2 : 00 pm on Friday ? 您能否把会议安排到周五下午两点？

信例1

Hi Lucy ,

I am happy to hear of your upcoming trip. It would be great if we could meet while you are here.Let's schedule our meeting for Wednesday, November 20 at 2pm.Let me know if this time works for you.See you soon.

Take care ,

Mark

我很高兴听说您即将来访。如果在您停留期间，我们能会面就太好了。我们想在11月20日周三下午两点和您会面。请告诉我这个时间对您是否合适。回见。

信例2

Dear Mr. Pratt ,

I look forward to your visit to our offices this month. Will you be able to meet me on Thursday? I am available all day, but morning time would be better. Should we say Thursday at 10am? If this time doesn't work, just let me know. I can arrange another time.

Thanks again ,

John Smith

我期待着您这个月访问我们办公室。您在本地期间能否在周四和我碰面？我当天全天有空，早上更好些。周四上午10点可以吗？如果这个时间您不方便，请告诉我，我可以安排别的时间。

邀请信 Letter of Invitation

高频句

We request the pleasure of your company at.....我们请您光临.....

The event will take place at 8pm on July 27th. 活动时间是7月27日晚上8点。

Please RSVP to this event by June 25th. 请于6月25日前回执确认。

The event will be held at the convention center. 活动地点在展览中心。

A dinner buffet will be provided. 将提供自助晚餐。

Scheduled entertainment includes Beijing opera performance. 安排的娱乐活动有京剧表演。

Please feel free to bring family members and friends.可以带亲友出席。

We can make sure your place is reserved.我们可以确保您的位置已做预留。

信例1

To Mr. Liam Smith ,

Ningbo Toy Manufacturing, Inc. requests the pleasure of your company at the International Toy Expo, which takes place on July 27th 2010 , at the Capital Convention Center in Beijing, China.Please RSVP to this event by June 25th.

Xiao Guoming

President, Ningbo Toy Manufacturing, Inc.

宁波玩具制造公司诚邀您出席于2010年7月27日在北京首都展览中心举办的国际玩具展览会。请于6月25日前回执确认。

信例2

Dear Mr. Jenkins ,

It's my pleasure to invite you to our firm's annual Christmas party, to be held on December 18th. The event will take place at the Wangfujing Hotel from 7-9pm.A dinner buffet will be provided, along with entertainment from the China National Opera troupe.Please feel free to bring your family members.If you could please RSVP to this event by December 10th, then we can make sure your place is reserved.

Best regards ,

Zhou Limei

我很荣幸地邀请您参加我们公司在12月18日举办的圣诞节晚会。该活动定于晚上7点至9点在王府井饭店举行。届时将提供自助晚餐，并安排了中国国家歌剧团的表演助兴。您可以带家人参加。请您于12月10日前确认，我们将为您预留位置。

回应邀请 Responding to an Invitation

高频句

Thank you for inviting me to.....感谢您邀请我参加.....

I look forward to attending.我期待着参加。

Can I bring along a friend?我可以带一个朋友去吗？

Do you need me to bring anything?您要我带什么东西吗？

Let me know if it's alright to bring my children.请告诉我是否允许带孩子去？

Unfortunately, I am unable to attend.真不巧，我没办法参加。

I have a prior engagement.我此前有约了。

We wish you a successful event.预祝你们的活动成功。

信例1

Dear Jonathan ,

Thanks for inviting me to attend the company picnic this Saturday. I think it will be a lot of fun.Is it alright if I bring my family along?Do you need us to bring anything?Just let me know.I'm looking forward to it.

See you Saturday.

Bill

感谢您邀请我参加贵公司在本周六举办的野餐活动。我想那一定会非常有意思。我可以带家人一同前往吗？需要我带什么东西吗？请尽管告诉我。期待着您的回复。

信例2

Dear Mr. Snow ,

We wish to thank you for your invitation to attend your company's 50th anniversary party. Unfortunately, we will not be able to attend this event due to a prior engagement. We wish you a successful event and congratulate your company for its achievements.

Sincerely ,

Liu Wencong

感谢您邀请我们参加贵公司50周年庆典晚会。不巧的是，我们此前已有约，所以没法去参加活动了。我们预祝晚会成功，并恭贺贵公司所取得的成绩。

感谢信 Expressing Thanks

高频句

I want to express my gratitude for.....我想表达对.....的感激之情。

I really appreciated your help.我真的非常感激您的帮助。

Thank you so much for your support.非常感谢您的支持。

We couldn't have done it without you.没有您我们一定做不到。

We appreciate your service.我们很感激你们的服务。

What can we do to return the favor?我们怎么才能回报您呢？

We are grateful for your contribution.我们非常感激您做出的贡献。

Thanks for your help with.....感谢您帮助.....

You're a great resource for our company.您是我们公司的巨大资源。

信例1

Dear Julia ,

I want to write a note to let you know how much I appreciate your help last week to finish my writing project. Thank you so much for your support.I couldn't have done it without you.Please let me know if there is anything I can do to return the favor.

Sincerely ,

Maria

我写此信是想表达对你上周帮助我写计划的感激之情。非常感谢你的支持。没有你我一定无法完成。如果我能做什么来回报你，请告诉我。

信例2

Dear Jordan ,

Thank you for helping our team with translation while we were attending the conference in Tokyo last weekend. We really

appreciate your stepping up to lend a hand. We are lucky to have such a valuable resource in our company. Best regards

Han Wenbing

感谢您在上周末的东京会议上帮我们团队做翻译。真的非常感激您伸出的援助之手。公司有您这样有价值的资源，实在是我们的幸运。

祝贺信 **Congratulations**

高频句

I just heard about your promotion. 我刚听说有关你晋升的消息。

I'm pleased that all your hard work has paid off. 我很高兴你的努力有了回报。

I hope you continue to see success. 我希望你不断取得成功。

I wish to offer my most sincere congratulations. 我想送上最诚挚的祝贺。

I'm so happy for you. 我真为你高兴。

Congratulations on your graduation. 恭贺你毕业。

This is a very special occasion for your family. 这对你的家人来说是个难得的机会。

I hope you can find joy with your new employment. 我希望你在新岗位上发现乐趣。

信例1

Dear Louise ,

I just heard about your promotion. Congratulations ! I know how hard you've been working lately and I am so pleased that your hard work has paid off for you. I hope you can continue to see success at work, and also in your personal life. I am so happy for you !

Chen

我刚刚听说有关你晋升的好消息。恭喜你！我知道最近以来你多么努力地工作，我很高兴你的努力终于有了回报。我希望你在工作生活中不断取得成功。真为你感到高兴！

信例2

Dear Mr. Taylor ,

I was just informed by your secretary that you were out of the office today because your wife has just given birth to a son. I want to express my sincere congratulations to you and your family on such a special occasion. I hope that mother and baby are doing well and you find joy in your new parenthood.

Best wishes ,

John Miller

我刚从你的秘书那里获悉你喜得贵子。在这个特殊的时刻，请允许我对你和你的家人表示最诚挚的祝福。祝母子安康，你们二位能享受再次做父母的快乐。

道歉信 Letter of Apology

高频句

I am very sorry about.....对于.....我们深表歉意。

I am writing to express my sincere apologies for.....我写此文是为了就.....致歉。

I am sorry for this oversight.对于这个疏忽我感到非常不好意思。

I don't know why this slip-up occurred.我不知道怎么会发生这个失误。

I was wrong about.....对于.....是我的错。

I hope you can find it in your heart to forgive me.我希望你从内心里能原谅我。I am sure this mistake won't happen again.我肯定这种错误不会再发生了。I hope I hadn't inconvenienced you.我希望没有给您带来不便。

This was a mistake caused by.....这个错误完全是由于.....造成的。

信例1

Dear Susan ,

I am writing to express my apologies for my oversight in not including you in the budget review meeting today. I don't know why my secretary didn't include your name on the list of attendees, but I should have recognized the mistake earlier.I hope that this slip-up hadn't inconvenienced you.I will be sure this mistake won't happen again.

Best regards ,

Paul Lawrence

我写此文，是想就今天预算审计会议没有请你参加表示歉意。我不知道为什么我的秘书没有把你列入与会者名单，但我应该及早发现这一错误。我希望这个失误没有给你带来不便。我保证这种错误不会再发生了。

信例2

Dear Zhou Wei ,

I'm sorry for our disagreement this morning. I was wrong to be angry with you about the way you have written the report. I didn't consider your point of view and I was unfair. I don't know what I can do to make it up to you, but I hope you can find it in your heart to forgive me.

Sincerely ,

Mary

对于我们今早的争执，我表示歉意。我不该对你写报告的方式生气。我没有理解你的观点而且我有失公允。我不知道怎么做才能补偿你，但是我希望你从内心里能原谅我。

慰问信 Letter of Consolation

高频句

I was so sorry to hear about.....我很遗憾地听说.....

I was shocked to hear about.....我听说.....的时候非常震惊。

Don't worry, everything will be okay.别担心，都会没事的。

I know things will work out for you.我知道一切会好起来的。

Please let me know if there is anything I can do to help.如果有

什么我可以帮助你的，就请告诉我。

We are all rooting for you.我们都为你加油。

I hope you have a speedy recovery.我希望你尽快康复。

Our thoughts and prayers are with you.我们都会为你祈祷。

信例1

Dear Margaret ,

I was so sorry to hear about you losing your job. I was shocked to hear the news, because you are such a valuable employee.Management is crazy to let you go.Don't worry, with your qualifications, I know you will be able to find a new job soon.Everything will be okay.

Your friend ,

Kelly

听说你失去工作我很难过。我非常震惊，因为你是多么有价值的一名员工啊。管理层让你离开真是疯了。别担心，以你的能力，你肯定会很快找到一份新工作的。一切都会好起来的。

信例2

Dear Mr. Shelby ,

I was told by my assistant about your car accident last week. I am sorry to hear that you are in the hospital.We are all rooting for your quick recovery.Please let me know if there is anything I can do to support you or your family at this difficult time.

Best regards ,

Hou Miwei

我刚从我的助理那里得知你上周出了车祸。听说你还在住院，我很难过。我们都衷心祝愿你能早日康复。在这段煎熬的日子里，如果有什么我可以帮助你或你家人的，敬请告诉我。

外贸信函

介绍公司Company Introduction

高频句

We are writing to introduce ourselves as one of the leading manufactures of women's apparel.此函旨在自我介绍，我们是最大的女装制造商之一。

We export our products to over 20 countries.我们的产品出口到20多个国家。

Please see the attachment for more information.更多信息请见附件。

I have attached a copy of our company's catalog for your review.我附加了一份我们公司的目录供您参考。

We would be glad to provide you with further information about our company.我们很乐意为您提供我们公司更详细的信息。

Please feel free to contact me with any questions you might have.如果您有任何问题，请尽管和我联系。

We have over 20 years experience in the exporting business.我们在出口业务上有20多年的经验。

信例1

Dear Mr. Gordon ,

We are writing to introduce ourselves as one of the leading manufacturers of women's apparel in China. Based in Shenzhen, China, we export quality clothing to over 40 countries. Please see the attachment for a complete catalog of our products and a brochure shows more details of our company. Sincerely ,

Wei Luying

此函旨在自我介绍，我们是中国最大的女装制造商之一。我们公司坐落在中国深圳，以高质量的产品出口到40多个国家。附件中是我司完整产品目录和公司的详细介绍。

信例2

Dear Ms. Green ,

Thank you for inquiring about our company. As you requested, I have attached a copy of our company literature to this email. We are one of China's largest exporters of electronic equipment. We specialize in audio and video devices and have over 20 years of experience in the electronics industry. Please feel free to contact us if you have any further questions, or take a look at our website at www.electronicplus.com.cn

Sincerely.

Shi Huamei

感谢您对我们公司的问询。根据您的要求，我在邮件中附加了一份有关我们公司的介绍。我们是中国最大的电子产品出口商之一。我们的专长在于声音和影像设备，在电子产品行业有20多年的经验。如果您还有什么问题，请尽管和我们联系，或者浏览我们的网站：
www.electronicplus.com.cn。

推销商品 **Recommending Products**

高频句

I've just discovered the most amazing product.我刚发现这么棒的产品。

This product is not only reliable, but also economical.这个产品不仅值得信赖而且经济实惠。

I thought you might like to try this new product.我想您会愿意尝试这个新产品。

I was told that you are currently in the market for.....我被告知您目前在寻找购买.....

I would like to recommend.....我想推荐.....

Have you considered purchasing.....您是否考虑购买.....

I recommend this product with no reservations.我想毫无保留地向您推荐.....

I think you'll be very satisfied with.....我想您会对.....非常满意的。

信例1

Hi Joanne ,

I've just discovered the most amazing hair care product. Aren't you always complaining about that you can't get your curly hair to be straight? Well I want to tell you about this new product called Carehair Cream. I tried it once and couldn't believe how well it worked to control unmanageable hair. Not only that, it's pretty affordable too. I think I paid about only \$3 for a jar that should last a

couple of months.I thought you might like to try it.

Your friend ,

Janine

我刚发现这套棒极了的护发产品。你不是总抱怨无法把卷发变直吗？好，让我告诉你这个叫“护发乳”的新产品吧。我试用了一次，我都不敢相信它对控制那些难打理的头发有这么管用。此外，它的价格也很实惠。我想只需要花3美元买一瓶就能用两个月吧。我猜你可能会愿意试试看。

信例2

Dear Mr. Crawford ,

I was told by your assistant that you are currently in the market for a new car. I would like to take this opportunity to recommend the Ford Thunderbird.I currently drive a thunderbird, and I have been very satisfied with my decision to buy one.Not only is it a reliable and fuel efficient vehicle, but it is also very economical.I recommend this car with absolutely no reservations.

Best regards ,

Jenny Mitchells

我刚从您的助理那里得知您想买一辆新车。我想借这个机会向您推荐福特雷鸟。我目前驾驶的就是这款车，我对我当初的选择非常满意。这款车不仅性能稳定、省油，而且非常经济实惠。我毫无保留地向您推荐这款车。

请求建立合作 Requesting Cooperation

高频句

We would greatly benefit from an outsider's opinion.得到外人的指点我们将获益匪浅。

Would you be willing to help us to complete the project?您是否愿意帮助我们完成这个项目？

We would like to work together with you on this project.我们希望能和您一起完成这个项目。

We would greatly appreciate your help.我们将对您的帮助不胜感激。

We need your expertise.我们需要您的专业意见。

Are you interested in cooperation?您对合作是否有兴趣？

Please feel free to contact me if you are interested in cooperation.如果您有意合作，请尽管和我联系。

We are looking for a partner.我们正在寻找一个合作伙伴。

信例1

Dear Jackson ,

As you know, our firm has been working on an internal audit for the last few weeks. During the work, we've found that we would benefit greatly from an outside opinion.Would you be willing to help us to complete the project?We would greatly appreciate it if you could lend your expertise.

Thanks ,

Larry

正如您所知道的，我们公司在最近几周正致力于完成一项内部审

计。在工作中，我们发现得到他人的指点获益匪浅。您是否愿意帮助我们完成这一项目？如果您能向我们伸出援助之手，我们将不胜感激。

信例2

Dear Mr. Mathews ,

We are a Shanghai based marketing firm in leading position, and we are looking for a partner to enter into European market. I was given your name by my associate, Glenn Smith, who told me you might be interested in cooperating with our company.If you are interested in discussing the possibility of future cooperation, please feel free to contact me.My office number is 889-987-8798.

Best regards ,

Annie Wu

我们是上海一家行业领先的营销公司，正致力于寻找一个合作伙伴共同开拓欧洲市场。我的同事Glenn Smith给了我您的名字，并且告诉您可能会对与我们公司合作感兴趣。您如果有意就未来合作的可能性进行探讨，请和我联络。我的办公室电话号码是889-987-8798。

询价 Inquiry

高频句

I am writing to request information about.....我致此函旨在咨询有关.....的信息。

Specifically, I am interested in.....我对.....特别感兴趣。

Could you please give me a quotation for these products?您能

否就这些产品给我一个报价？

I would like a quotation based on an order of 500 units.我想订500件，请给我一个报价。

I would like to request a quotation for.....我想知道.....的报价。

What does your company charge for.....贵公司就.....如何收费？

Could you email me a quotation?您能发给我一份报价吗？

I am interested in the following services.....我对如下服务有兴趣.....

信例1

Dear Sir or Madam ,

I am writing to request more information about your line of earthenware products. Specifically, I am interested in your flatware and dining sets.Would it be possible to get a quotation for these products based on an order of 500 units?

Thank you very much ,

Jason Cole

我致此函的目的在于询问贵公司陶制产品的信息。我对你们的餐具特别有兴趣。你能否告诉我订500件的报价？

信例2

Dear Sir or Madam ,

I would like to request a quotation for your cleaning services.

We are looking at contracting a service to clean our office buildings once a week. What does your company charge for such services? If you could email me back with a price, I would greatly appreciate it.

Best regards ,

Minnie Seaver

我想得到一份贵公司有关清洁服务的报价。我们想找人每周清洁一次办公楼。请问贵公司对上述服务如何收费？如果你们能通过电子邮件发给我报价，我会非常感激。

报价 Giving a Quotation

高频句

Thank you for your interest in our products.感谢您对我们的产品感兴趣。

Thank you for your inquiry about our services.感谢您就我们的服务询价。

The products you mentioned range in price from \$100 ~ \$500.您提到的产品的价格从100 ~ 500美元不等。

Please see the attached price listing for more details.请参看附件中有关价格的详细介绍。

I have attached a copy of our company brochure for your reference.我附加了一份公司的宣传资料供您参考。

Please let me know if you would like to receive complimentary samples of any of our products.如果您有兴趣收到任何一款我们的免费样品，请告诉我。

The product you inquired about is currently on sale for 430

RMB.您要的那款产品目前的销售价是430元人民币。

信例1

Dear Ms. Hendricks ,

Thank you for your interest in our line of fine jewelry. Our lady watches range in price from\$100 to\$400 , depending on the style.I've attached a copy of our catalog, which features our latest designs and their corresponding prices.If you have any other questions, please feel free to contact us.

Best Regards ,

Karen King

感谢您对我们的高档首饰系列有兴趣。我们的女士手表依据款式差异分别有不同的价格，从100 ~ 400美元不等。附件里是一份有关最新款式和对应价格的产品目录。如果您有任何问题，请尽管和我们联系。

信例2

Dear Mr. McKay ,

Thank you for inquiring about our toaster ovens. As you requested, I have attached our product price list for your review.Please visit our website for further information, or feel free to contact me at any time.Also, if you would like to receive complimentary samples of our products, please let me know.I look forward to hearing from you soon.

Miles Guo

感谢您就我们的烤箱询价。根据您的要求，我附加了一份我们的产品价格清单供您参考。欲知更多信息，请登录我们的网站，或在任

何时间打电话给我。如果您愿意收到任何一款我们产品的免费样品，请告诉我。盼望尽快收到您的回复。

还价 **Making a Counteroffer**

高频句

We are planning to make a large order. 我们计划扩大订购。

We hope to be offered a more favorable price. 我们希望得到更优惠的价格。

Would you consider giving us a 5% discount? 您能否考虑给我们5%的折扣？

I look forward to your positive response. 我期待得到您肯定的答复。

The price you offered is too high. 您出的价格实在太高了。

Would you be willing to make a price concession of \$3 per unit? 每件产品的价格您是否愿意优惠3美元？

If you give us a discount, we can place our order immediately. 如果您能给我们打折，我们马上就下订单。

Thank you for your cooperation. 感谢您的合作。

信例1

Dear Mr. Lin ,

Thank you for your prompt reply to my request for a quotation. I believe that the quality of your products is first rate. However, because we are planning on making a very large order, we hope to receive a more favorable price. Would you consider giving us a

5%discount off the amount on your price list?I look forward to your positive response.

Best Regards ,

Constance Kline

感谢您就我们的请求给予迅速答复。我相信贵公司的产品质量一流。但是，因为我们计划订购得更多，所以希望能得到更好的价格。您能否考虑在价格单的金额上给予5%的折扣？期盼收到您的肯定答复。

信例2

Dear Ms. Wu ,

I received your quotation for our order of Power 2000 electric drills. Unfortunately the price you have offered is too high for us to make the deal profitable on our side.We hope you can make a price concession of lowering the unit price by\$3.If you are willing to offer us such a discount, we will be happy to place an order of 5000 units immediately.

Thank you ,

Gerri Davis

我收到了您发来的有关我们订购强力2000型电钻的报价。不幸的是，您的出价太高使得我们这边的利润无法得到保障。我们希望您能就每一件的价格优惠3美元，那我们马上就订5000件。

订购 **Making an Order**

高频句

We would like to place an order to purchase.....我们想下单订

购.....

We hope to receive this order by the end of the month. 我们希望在月底前收到订货。

Please bill me using the credit card information on file. 请按照合同中的信用证规定发汇票给我。

Please see the attached order form for billing information. 关于汇票明细请参照附件中的订单。

Thank you for the discount you offered. 感谢您提供的折扣。

We would like to confirm our order of 300 units. 我们想确认我们的订单数量为300件。

I will make the payment by wire transfer. 我将通过电汇来汇款。

Please ship the goods as soon as possible. 请尽快装运我们的产品。

信例1

Dear Mr. Fields ,

I would like to place an order to purchase 200 units of your bedroom furniture sets. We would like to have 50 in teakwood finish , 100 in white, and 50 in oak finish. We hope to receive this order by the end of the month, if possible. Please bill me using the credit card information on file.

Thank you ,

Jean Kelly

我想下单购买200件你们的卧室家具产品。我们需要50件柚木饰面、100件白色的和50件橡木饰面的。如果有可能，我们希望在月底前收到货。请按照合同中的信用证规定发汇票给我。

信例2

Dear Jacky ,

Thank you for the discount you have offered on our order of plastic wastebaskets. We would like to go ahead and make our order for 200 gross units.I will complete a wire transfer for 50%of the amount to your bank account tomorrow morning.We will wire the remaining 50%at receipt of goods.We would appreciate it if you could ship the goods as soon as possible.

Thanks ,

Julian Truman

感谢你对我们订购的塑料废纸篓提供的折扣。我们想订购200罗（一罗144个）。明早我会电汇给你50%的货款。等收到货物后我们会电汇其余50%。如果你能尽快将货物装船，我们感激不尽。

说明包装和发货要求 **Packaging and Shipping Requirements**

高频句

As mentioned before, we need our products to be custom packaged.正如我们先前提到的，我们需要所有的产品按照定制要求包装。

We need a guaranteed delivery date of May 12.我们要求5月12日的保证交货期。

What are our shipping options?我们可以选择哪些货运方式？

Please see the attached file for packaging details.请参看附件中的包装细节。

Please ship the goods as soon as possible.请及早将货物装船。

We do not have specific packaging requirements.我们没有特别的包装要求。

We prefer air shipment, if possible.如果可能，我们倾向空运。

信例1

Dear Mr. Wang ,

Thank you for confirming our order of January 19th. As discussed in our contract, we need our products to be placed in custom packaging before they are shipped. Please see the attachment for the specifications of packaging that we require. We appreciate your help in this matter.

Sincerely ,

Steve Benson

感谢您对我们1月19日的订单予以确认。正如我们在合同中所讨论的，我们需要货物在装船前按照定制要求包装。请参看附件中我们对包装的具体要求。感谢您的帮助。

信例2

Dear Mr. Shen ,

What kind of shipping methods can you offer regarding our order of June 2? We need to guarantee a delivery date no later than

July 20th. Can you please tell us what our options are for shipping our order? We prefer air shipment, if possible.

Thank you ,

Jimmy Johnson

对于我方6月2日的订单，您将提供哪种货运方式？我们需要货物在7月20日前保证交付。您能否告知我们可以选择哪几种货运方式？如果有可能，我们倾向空运。

通知付款 **Notice of Billing**

高频句

Attached please find an invoice for your order. 请看附件中为您的订货开具的发票。Please be aware that we require payment in full within 30 days. 请注意我们要求在30天内全额付款。

Please contact me if you have any questions about your account. 对于您的账目，如果您有任何疑问，请和我联络。

To avoid service charges to your account, please make payment in full by May 3. 为了避免收取对您账户的服务费用，请在5月3日前付清货款。

Please make arrangements to settle your account by June 9. 请在6月9日前安排付账。

Your total bill is \$575.65. 您的账单总额为575.65美元。

We accept most major credit cards. 大部分的信用卡我们都接受。You may make payment by wire transfer. 您可以通过电汇来付款。

信例1

Dear Ms. Lane ,

Attached for your review is an invoice for your order dated March 15th. Please be aware that we require payment in full within 45 days after receiving your goods. To avoid service charges to your account, please make arrangements to settle your account before April 30th. If you have any questions regarding your account, please don't hesitate to contact me.

Thank you ,

Levi Wang

请查看附件中您3月15日订单的发票。请注意我们要求在到货45天内支付全额货款。为了避免收取您账户的服务费，请在4月30日前安排付清货款。如果您对账目有任何疑问，请尽管和我联络。

信例2

Dear Mr. Malcom ,

Thank you for placing an order with our company. We appreciate your business. This email is to confirm your order and notify you that your account will be billed a total of \$456.75. Please arrange to make a payment on this account before June 20th. We accept most major credit cards, and for your convenience, secured credit card payments can also be made through our website.

Thanks again ,

Jerry Huang

感谢您在我们公司订货。承蒙惠顾，不胜感激。这封邮件的主要目的是确认您的订单，并且通知您您的账单共计456.75美元。请安排在6月20日前支付该款项。大部分的信用卡我们都接受。如果您方

便，您也可以通过我们的网址用预付信用卡支付。

催款 Urging Payment

高频句

This is to inform you that your payment is due. 该文旨在通知您逾期未付款。

We ask you to pay the outstanding balance as soon as possible. 我们要求你尽快支付欠款。

We have not receive your payment yet for services delivered on June 8, 2009. 我们至今没有收到您应支付的2009年6月8日的服务费。

If payment is not received, we will be forced to submit your account to collections. 如果我们还没有收到付款，我们将不得不把您的账户归入到“信誉黑名单”。

To avoid service charges, please pay your bill as soon as possible. 为了避免收取服务费，请尽快支付账单。

You have an outstanding balance of \$50.75. 您有50.75美元的欠款。

We appreciate your attention to this matter. 我们感谢您对此事的关注。

Thank you for your cooperation in this matter. 感谢您在这件事上的配合。

信例1

Dear Mr. Carson ,

This is to inform you that your payment is overdue. As it has been 30 days since the purchasing date, we would like to ask you to pay the outstanding balance of\$482.50 as soon as possible.We appreciate your attention to this matter.

Sincerely ,

Kayne Smith

该文旨在通知您逾期未付款。由于您购物已有30天，所以我们想请您尽快支付482.50美元的欠款。感谢您对此事的关注。

信例2

Dear Mr. Feng ,

We have yet to receive your payment for your service on January 3 , 2010. To avoid negatively affecting your credit, this overdue account balance must be paid in full by March 27th.If payment is not received by this date, we will be forced to submit your account to collections.Thank you for your cooperation in this matter.

Sincerely ,

Kim Carlson

我们还没有收到2010年1月3日的服务费。为了避免对您的信誉造成不良影响，请您务必在3月27日前全额支付该款。如果届时仍未到账，我们将不得不把您的账户归入“信誉黑名单”中，感谢您在这件事上的配合。

投诉 Complaints

高频句

I regret to inform you that.....我很遗憾地通知您.....

We will need a replacement at once.我们需要立即更换商品。

The problem was due to.....问题是由于.....造成的。

Please advise us immediately when we can expect a solution.请立即告诉我们何时能有解决方案。

Thank you for taking care of this matter.感谢您处理这个事情。

I would like my purchase to be refunded.我想退款。

I urge you to have this situation investigated at once.我强烈要求你立即调查这件事。

信例1

Dear Ms. Zhang ,

I regret to inform you that the crystal wine glasses delivered today arrived without a single wine glass intact. For your convenience, I have attached copies of our order and your invoice for these wine glasses. We will need a replacement order at once, as well as instructions for returning the damaged goods. You may want to conduct your own investigation, but it appears to us that it was due to improper packing. Please advise us immediately when we can expect the new shipment.

Sincerely ,

Carly Christensen

我很遗憾地通知您，今天送来的水晶酒杯抵达时没有一件是完好无损的。为便于后续处理，我在附件中添加了订单复印件和酒杯的发票。我们要求立刻更换货品，并需要您提供退还损坏货物的说明。您

也许想亲自来了解情况，但据我们观察造成这次事故的原因应该是包装不当。请尽快告诉我们什么时候重新发货。

信例2

Dear Mr. Xia ,

Before scheduling an appointment with you to discuss legal matters of my business, I asked your secretary about your legal fees. He told me you charge \$100 an hour. I was therefore very surprised to receive a bill for \$350 as I spent no more than one hour with you. I will appreciate an explanation of my bill. Thank you.

Sincerely ,

Geraldine Parks

我在和您会面讨论生意方面的法律事务之前，曾向您的秘书问过法律咨询费用。他告诉我说您每小时收费是100美元。因此当我收到一张350美元的账单时，我非常诧异，因为我和您在一起的时间不超过一个小时。如果您能给出相应的解释，我会非常感谢。谢谢。

回应投诉 Addressing Complaints

高频句

Thank you for your letter reporting the problems you have had with your shipment. 感谢您在信中描述货运方面的问题。

I am sorry to hear of the problems you have had with our products. 很抱歉我们的产品出了问题。

Please return the entire order to us. 请将整单货退给我们。

We will give you a full refund. 我们将会给您全额退款。

We would like to offer you a discount to apologize for your inconvenience.对于给您带来的不便，我们愿意提供折扣向您表达歉意。

I am sorry that your order was filled incorrectly.我很抱歉您的订单信息填写有误。

We regret the difficulties you have had.对于您所遇到的困难我们深表遗憾。

Thank you for calling our attention to.....感谢您提请我们对.....的关注。

信例1

Dear Ms. Stevens ,

Thank you for your letter reporting the problems you have had with your shipment. I am sorry that the items you purchased from us proved to be flawed. Please return the entire order to us. We will replace the items immediately and also refund your shipping costs. I am enclosing a certificate good for 10% discount off your next order as a way to apologize for your inconvenience.

Best Regards ,

Marlene Chen

感谢您在信中描述货运方面的问题。我很抱歉我们的货物有瑕疵。请将整单货退给我们。我们会立即重新发货并退还运费。我会给您的下一订单予以10%的折扣，以表达我们的歉意。

信例2

Dear Mr. Martin ,

Thank you for calling our attention to the pricing error on your order. We regret the mistake in accounting and we are crediting your account with the difference. We look forward to serving you again.

Parker Jones

感谢您提醒我们注意到订单上的错误价格。对此错误我们深表遗憾，我们将把差额汇入您的账户。期待着再次为您服务。

客户调查问卷 Customer Survey

高频句

We appreciate your help. 我们很感激您的帮助。

We value your opinion greatly. 我们非常重视您的意见。

Please help us evaluate our products and services. 请帮助评估我们的产品或服务。Your participation in this survey will help us serve you better. 您参与的这一问卷调查将有助于我们更好地为您服务。

Please take a few moments of your time to complete the attached survey. 请您花一小会儿时间来完成附件中的调查问卷。

To improve our services, we are conducting a customer survey. 为了提高我们的服务，我们发起了一个客户问卷调查。

Please return the survey to us no later than..... 请在.....之前将问卷返回给我们。

Thank you for your participation. 感谢您的参与。

信例1

Dear Ms. Tang ,

Thank you for your continuous support of our company for the last few years. We appreciate your business. Because you are one of our esteemed customers, we greatly value your opinion of our products and services. To help us improve, we ask that you take a few minutes of your time to complete the attached customer survey. Your responses will help us to serve you better.

Thank you ,

Tex McClain

感谢您近些年来对我们公司一如既往的支持。我们非常感激您给我们的生意机会。因为您是我们最尊贵的客户之一，因此我们非常重视您对我们产品和服务的意见。为了帮助我们进一步提升服务，请您花几分钟时间来完成附件中的客户问卷调查。您的回复将有助于我们更好地为您服务。

信例2

Dear Mr. Marshal ,

In order to better serve our customers, we are conducting a customer survey. We appreciate your help to evaluate our products and services. Please fill out the attached customer survey and return it to us no later than Thursday, November 27. Thank you for your participation.

Sincerely ,

Peter Yang

为了能够更好地为客户服务，我们发起了这个客户问卷调查。非常感谢您帮忙评估我们的产品和服务。请填写附件中的客户问卷，并

在11月27日周四前返给我们。感谢您的参与。

产品说明书 **Product Owner's Manual**

高频句

This product comes with a 2 year limited warranty.该产品保修两年。

Detailed operating instructions can be found in the owner's manual.具体的使用说明请见用户手册。

Please pay close attention to the safety precautions listed in the front of the manual.请仔细阅读手册前面的安全注意事项。

In case of problems, check the troubleshooting guide.遇到问题，请查阅故障指南。

Please find an soft copy of the owner's manual.请查阅电子版的用户手册。

For installation, check the owner's manual attached.安装时请参照附件中的用户手册。

信例1

Dear Geoff ,

I am attaching a copy of the owner's manual for the Kentron Cyclone Vacuum Cleaner 3000 that you recently purchased. Keep in mind that there is a 2-year limited warranty as long as you follow the instructions in the owner's manual.Please pay careful attention to the safety precautions listed in the front of the booklet.

Sincerely ,

Carly Christensen

附件中是您最近购买的肯特朗3000型气旋真空吸尘器的用户手册。别忘了，如果您按照我们的用户手册操作，您将享受两年的保修期。请特别留意手册前面的安全注意事项。

信例2

Dear Mr. Mallory ,

Attached please find an soft copy of the owner's manual for your new electric device. The operating instructions are clearly detailed inside, as are the installation instructions and service instructions.If you have any difficulty in the installation or operation of your new device, please refer to the troubleshooting guide included in the appendix.

Sincerely ,

Stephanie Shen

请查看附件中有关新电器的客户使用手册。其中有对操作的详细说明、安装指南和服务说明。如果您在新设备的安装和使用过程中遇到任何问题，请参照附录中的故障指南。

通用公文

会议通知 **Announcing a Meeting**

高频句

A staff meeting has been scheduled for Monday, June 5th at 2pm.员工大会安排在6月5日星期一下午两点召开。

Attendance is mandatory for all accounting staffs.财务部的所有

职员都必须参加。

Attendance is encouraged for all employees.鼓励所有的员工都参加。

Please refer to the attached meeting agenda for more details.关于详情请看附件中的议程。

If you are unable to attend, please explain your absence with Human Resources.如果您无法参加，请对人力资源部说明原因。

An all-hands meeting will be held Friday.全体大会在周五召开。

The meeting will be held in room 203.会议将在203室举行。

Light refreshments will be served.届时将提供甜点饮料。

信例1

TO : All Shellvon Employees ,

Please be aware that an all-hands staff meeting has been scheduled for Tuesday, September 15 at 10 : 30am in the conference room. Attendance is mandatory for all employees.If you are unable to attend the meeting for any reason, you must clear your absence with your department head.

Sincerely ,

Management

请留意：全体员工大会安排在9月15日周二10点30分在会议室召开。所有职员必须参加。如果您因故无法出席，请务必向部门负责人请假。

信例2

Dear Administrative Staff ,

This is to inform you that a meeting of the planning committee will take place this Friday at 3pm in room 305. While attendance is required for senior level staff only, all employees are encouraged to attend. Please refer to the attached meeting agenda for further details.

Sincerely ,

Andrew Webster

规划委员会会议将于本周五下午3点在305室召开。此次会议要求高级职员参加，普通员工鼓励参与。详情请看附件中的会议安排。

给顾客的通知 **Making Announcements to Clients**

高频句

We are pleased to announce.....我们很高兴地通知.....

We are proud to announce.....我们很自豪地通知.....

For more information, please visit our website.更多详情，请光顾我们的网站。Please be advised that.....请留意.....

We apologize for the inconvenience.对于给您带来的不便我们深表歉意。

Due to renovations, our offices will be closed for the month of August.由于翻修，我们办公室将在8月时关闭。

Due to a scheduling conflict, we must postpone our factory

tour.由于安排不开，我们必须推迟工厂之行了。

Please refer to the attached bulletin for complete details.详情请参阅附件中的公告。

信例1

Dear Friend ,

We are pleased to announce a special promotional offer available during the month of November. To commemorate our 50th year anniversary, we are offering up to 50%discount off of our entire inventory.For more information on this spectacular deal, please visit our website, www.applianceworld.com.

Sincerely ,

Appliance World Team

很高兴地通知您，我们将在11月份举办一次重要的促销活动。为了庆祝我们公司成立50周年，我们的所有产品都会按五折出售。详情请光顾我们的网站：www.applianceworld.com。

信例2

Dear Mr. Smith ,

Please be advised that, due to office renovations, we will be closing three of our local branches for the month of September. We apologize for the inconvenience this might cause to our customers, but we look forward to offering more comprehensive services at our new offices once they are open for business in October.In the meantime, we suggest visiting one of our many other locations.A complete list of locations can be found on our website.

Thank you for your patience ,

Kathy Samson

请注意：由于店面装修，我们在本市的3家分店将于9月份暂停对外营业。对于给您造成的不便，我们深表歉意，我们期待着新店在10月份营业后为您提供更全面的服务。在此期间，我们建议您前往我们的其他分店。有关店面信息，请登录网站了解。

申请资金 **Application for Funding**

高频句

I am writing to apply for a loan.我写此信是想申请一项贷款。

I am writing to request additional funding.我致函旨在请求提供额外资金。Our department was originally allocated\$30 , 000.

我们部门本来被拨款3万美元。

I would like to expand my business.我想扩大生意。

Could you please send me an application for a loan?您能否发给我一份贷款申请书？

It is imperative that we receive additional funding before March 17th.我们迫切需要在3月17日前收到追加资金。

I have attached a copy of our financial statement for your review.我已附加了一份我们的财务报表供您参考。

We are happy to submit any necessary financial reports.我们很乐意提供任何必要的财务报告。

信例1

Dear Sir or Madam ,

I am writing to ask for an application for a small business loan from your bank. As an owner of a thriving small business, I am currently looking to expand my products and services to meet the growing needs of my clients.If one of your loan officers could contact me with more information about your current available loan programs, I would greatly appreciate it.

Sincerely ,

Manny Perkins

我致此函旨在通过贵银行申请一笔小额商业贷款。作为一名生意蓬勃发展的小企业主，我有意通过扩大产品和服务来满足日益增长的客户需求。如果贵行能就现行的借贷项目和我联系并提供更多资讯，我将非常感激。

信例2

Dear Jonathan ,

I am writing to request additional funding for new product development. As you know, our product development team was originally allocated\$20 , 000 to complete our work this quarter.Because of unforeseen expenses this month, we have already spent our entire funding for the next three months.It is imperative for the continuation of our projects that we need additional funding.I have attached copies of our current financial reports for your review.I look forward to hearing from you soon.

Best Regards ,

Dora Zhang

我写信是请求为新产品研发提供追加资金。如您所知，我们产品研发组完成本季度工作的拨款本来是两万美元。但由于本月新增的费

用，我们已经把下三个月的全部资金都花完了。我们迫切需要得到追加资金以继续项目开展。附件中是目前的财务报告。我期待尽快收到您的回信。

报告项目进度 Reporting Project Progress

高频句

Here is the update on the progress of our marketing project.这是我们营销规划的最新进展。

As of this week, we have completed our internal audit.我们在这个星期里完成了内部审计工作。

We have upcoming focus group studies to begin next week.下周起，我们将开始研究目标群体。

So far, everything is going according to schedule.到目前为止，一切都按照时间表正常进行。

Work is slower than expected because we are short-handed.因为缺人手，所以工作进展没有预期的那么快。

We have experienced unanticipated problems.我们遇到了不曾预计到的问题。

We expect to be able to meet our deadline.我们希望能够赶上截止期限。

We will keep you informed of progress.我们会向您报告进度。

信例1

Dear Daniel ,

I wanted to give you an update about the progress of our

marketing project. As of this week, we have completed marketing surveys for our target group. We have upcoming focus group studies to begin next week. So far, everything is going according to schedule. We have not had any unanticipated problems and expect our project to meet its completion deadline of January 28th.

Best Regards ,

Han Wenbo

我想让您知道我们最新的营销计划进度。我们在这个星期里完成了对目标群体的问卷调查，从下周起我们将对目标群体进行研究。到目前为止，一切都按照时间表正常进行。我们还没有遇到任何预计之外的问题，希望能在1月28日之前按时完成项目。

信例2

Dear Mr. Lin ,

This is to inform you regarding the progress of our financial audit. We are entering the third week of our audit and have been able to complete review of all company expenditures from the first quarter. Work is going slower than anticipated, as we are short-handed. We still believe we can complete the entire company audit before our deadline December 31st. We will continue to keep you informed on our progress in this matter.

Sincerely ,

Wilson Hu

这封信是向您报告关于财务审计工作的进度。现在是审计工作的第三周，我们已完成了自第一季度起的所有开支的审核工作。因为缺乏人手，工作进展比我们预期的要慢。但我们仍然相信能在12月31日的截止期限前完成所有审计工作。我们会继续向您报告后续的进展情

况。

报告销售情况 Reporting Sales

高频句

We are pleased to report an increase in sales volume this quarter.我们很高兴地报告，本季度销售额实现增长。

Our sales are up this year by 30%.今年的销售额增长了30%。

The sales report is attached to this email for your review.本邮件中附加了销售报告供您审阅。

For more details, please see the attached financial report.欲知详情，请看附加的财务报告。

Total net revenue for this period is\$500 , 000.这一阶段的营业额是50万美元。We grossed more than\$50 , 000 this fiscal year.本财政年度总收入为5万多美元。For account specifics, please see the sales report.有关账目明细，请见销售报告。Our sales volume has increased.我们的销售额实现了增长。

信例1

Dear Mr. Lewis ,

The sales department is pleased to report an increase in sales volume this quarter. Our total net revenue for this period is\$495 , 998.78 , which is an increase from last year by 30%.For more details, please see the attached financial report.

Best regards ,

Lu Meiwen

销售部很高兴地向您报告，这个季度的销售额实现了增长。这一阶段的净收入总额为495，998.78美元，比去年增加了30%。更多信息，请见附件中的财务报告。

信例2

Dear Jane ,

Our sales report is attached to this email for your review. Our numbers for this year are not as high as last year. We grossed approximately \$500,000 over the 2009 fiscal year, which is lower than last year by 15%. For more details on the specific sales volume by account, please see the report.

Sincerely ,

Mary

本邮件附加了销售报告供您审阅。我们今年的销售数字没有去年那么高。2009财政年度我们的总收入约为50万美元，比去年减少了15%。有关账目的具体销售额，请参看报告内容。

新闻发布稿 **Press Release**

高频句

For immediate release. 立即发布。

If you would like more information about this topic, contact..... 欲知更多信息，请联络.....

For an interview, please call or email..... 联络采访请打电话或发邮件给.....

Contact : Malcolm Hardy

FOR IMMEDIATE RELEASE

Phone : 555-555-5555

Email : mhardy@anywhere. com

COMPANY TO GIVE AWAY 100 CELL-PHONES

New-Product Launch Inspires Giveaway Sweepstakes

Hamilton Electronics is giving away 100 free cell phone to their customers as part of a nation-wide sweepstakes celebrating the launch of their new cell phone. Company President Preston Hamilton hopes the excitement will help people better use technology in their daily lives. “We hope our customers can see how much the quality of their lives can be improved by using our products , ”he said.

Customers who are interested in entering to win a cell phone can register at any Hamilton Electronics retail outlet. No purchase is necessary to win. Customer Claudia Miller hopes she's one of the lucky winners , “Maybe I'll be lucky enough to win.”

Hamilton Electronics was founded in 1975 to provide consumers with high quality, low priced electronics. They maintain over 500 retail outlets nationwide.

If you'd like more information about this topic, or to schedule an interview with Preston Hamilton, please call Bob Brown at 555/555-2222 or e mail Bob at pr@hamiltonelectronics. com

联系人：Malcolm Hardy

立即发布

电话：555—555—5555

Email : mhardy@anywhere. com

公司赠送100部电话

赠品抽奖助力新产品上市

为了庆祝新型手机的应用，哈密顿电子公司将在全国范围内赠送100部免费电话。公司总裁Preston Hamilton希望该活动能帮助人们在生活中更好地应用新技术。他说：“我们希望消费者通过使用我们的产品，能够看到科技如何提高他们的生活质量。”

消费者若有兴趣可以在哈密顿电子的任何一家分销店登记。赢取产品无须付费。一名叫Claudia Miller的消费者希望成为幸运的赢家之一，她说：“也许我能幸运地得到它。”

哈密顿电子公司成立于1975年，一直致力于向消费者提供高品质、低价格的电子产品。目前在全国范围内有500家分销店。

如果您想了解更多信息，或想安排和Preston Hamilton先生面谈，请打电话555—555—2222给Bob Brown，或者发邮件到pr@hamiltonelectronics.com。

求职文书

求职信 Cover Letter

高频句

I have 15 years of experience in marketing field.我在营销方面有15年的经验。

I feel I am well qualified for this position.我觉得我非常适合这个职位。

You will see from the attached resume, I have extensive

experience in this area.通过附件中我的简历您会发现，我在这个行业里拥有丰富的经验。

I will receive a Masters degree in Biochemistry from Peking University this June.今年6月，我将获得北京大学的生物化学硕士学位。

I believe my skills and experience make me an excellent candidate for this position.我相信我的技能和经验会让我成为一位优秀的候选人。

In addition to my experience, I possess strong computer skills and leadership abilities.我不仅经验丰富，还精通电脑并具备领导能力。

I have a great deal of experience and a good working knowledge of the oil industry.对于石油工业，我有非常多的经验和实践知识。

I want to challenge myself with a more demanding position.我想通过更具挑战力的职位来挑战自我。

Joining your company as a senior accountant appeals to me very much.我非常想成为贵公司的一名高级会计。

I would greatly appreciate the opportunity to meet in person to discuss my qualifications further.如果能和您当面探讨我的资历，我会非常感激。

I am available for interview at your convenience.我可以在您觉得方便的时间参加面试。

Thank you for your time and consideration.感谢您的时间和理解。

Thank you for considering my application.感谢您考虑我的申请。

Please see my attached resume for more details.更多信息请看附件中我的简历。

信例1

Dear Mr. Wheelright ,

As a marketing analyst with fifteen years'experience in the industry, I think I may be well-qualified for the position of Marketing Planner that was posted by your company on the Marketing Jobs website. I believe that my experience and skills make me an excellent candidate for this position.You will see from the attached resume that I have experience in developing marketing strategy and opening new markets.In my current position, as marketing head for Milton Industries, I have been able to increase sales volume by as much as 120%.Having met my goals in my present job, I want to challenge myself with a more demanding position.Wheelright Marketing appeals to me very much as this type of a challenge.

Thank you for considering my application.

Sincerely ,

Margaret Jones

作为一名在业内拥有15年工作经验的营销分析师，我认为自己可以胜任贵公司在“工作搜寻”网站上提供的“营销规划师”职位。我相信以我的经验和技能值，我是这一职位的优秀候选人之一。通过附件中的简历您可以了解我在发展市场战略和开辟新市场方面的经验。我目前是Milton公司的营销主管，在我的努力下，公司销售额实现了120%的增长。我在目前的职位上已经实现了我的目标，接下来我想

通过更高要求的工作来挑战自我。Wheelright销售的工作恰恰具有这种挑战性，对我很有吸引力。

非常感谢您考虑我的申请。

信例2

Dear Ms. Lincoln ,

The requirements for the Executive Secretary position advertised on your website describe almost exactly my own background.

As a personal assistant to the CEO of Megatron, I have been responsible for managing business and personal affairs of my employer for the last seven years. I am a business school graduate (Pepperdine University) with a great deal of experience and a working knowledge to Electronics industry. In my position, I have been responsible to maintaining schedules, organizing travel and accommodation arrangements, and providing administrative support and project management. I possess strong leadership, communication, and problem solving skills.

I would like to discuss this position with you in person and will be available to come over for an interview at your convenience.

Sincerely ,

Lisa Li

贵公司网站中对于高级秘书职位的要求与我的背景非常吻合。

作为Megatron总裁的私人助理，在过去的7年中我负责打理老板在生意经营和个人生活方面的事务。我毕业于商学院（佩珀代因大学），拥有电子工业领域丰富的工作经验和实践知识。我目前的岗位

职责是负责安排日程、组织出行和住宿安排，并提供行政支持和进行项目管理。我拥有很强的领导能力、沟通能力和解决问题的能力。

我很愿意和您当面探讨这一职位，在您觉得方便的时候我都可以和您面谈。

信例3

Dear Ms. West ,

I am writing to apply for the position of receptionist at your company.

I will receive my Bachelor of Arts in Communication from Northwest University this July. Last summer, I was employed in a temporary position working as a receptionist for a large telecommunications firm. In addition to my educational background and work experience, I have strong computer, communication, and personal skills. I have attached a copy of my resume to this email for your review.

I appreciate your consideration and would like to have the opportunity to discuss this position in person. Please let me know if you require any additional materials or references. Thank you for your time and attention.

Sincerely ,

Molly Guo

我写信的目的是申请贵公司前台接待的职位。

今年7月我将获得西北大学交流艺术专业学士学位。去年夏天，我曾在一家大型电讯公司做过临时接待员。此外，我精通电脑、善于沟通，拥有出色的个人技能。附件中是我的简历供您参考。

非常感谢您的考虑，希望有机会向您当面请教。如果您要求我提供更多的材料或参考信息，请告诉我。感谢您的时间和关注。

推荐信 Letter of Recommendation

高频句

It is my pleasure to provide a recommendation for Jenny Smith.我很荣幸地向您推荐Jenny Smith。

I have known Cliff for the past 2 years.我对Cliff的了解已有两年了。

Max served as my assistant manager. Max曾是我的经理助理。

I have been consistently impressed with Ms. Smith's performance.我对Smith女士的表现一直印象深刻。

He is professional, highly motivated, and optimistic.他很专业，非常积极，并且很乐观。

I am sure Sally would be a positive addition to your organization.我确信Sally将成为你们公司一名积极的成员。

I recommend Mr. Kline with highest regard.我以最高的敬意向您推荐Kline先生。

信例1

To whom it may Concern ,

It is my pleasure to provide a recommendation for Felix Meyers. I have known Felix for the past 8 years, during which time he served as my executive assistant. Felix was an exceptional contributor to our company. He is one of the brightest and most highly motivated employee I have ever had working for me. I am

sure he would be a positive addition to your organization.

Sincerely ,

Bill Mathis

我很荣幸地向您推荐Felix Meyers。我认识Felix已经8年了，在这期间他担任我的执行助理。对我们公司而言，Felix是一位非常优秀的贡献者。他是所有员工当中最耀眼、最积极的。我确信他会成为贵公司的有力补充。

信例2

Dear Sir or Madam ,

I was asked to write a letter of recommendation for Rosalie Newel. I have known Ms.Newel for the past 3 years in my capacity as Marketing Director for Emoron Enterprises.During that time Ms.Newel worked under my supervision as a marketing account manager.I have been consistently impressed by Ms.Newel's work.She is highly intelligent, extremely capable, and hard working.Perhaps the strongest attribute Ms.Newel possesses is a positive attitude and optimistic outlook on life.I recommend Ms.Newel to your organization with high regard.

Sincerely ,

Keith Howard

这是我为Rosalie Newel写的推荐信。我对她的了解，来自于过去3年里她作我作为Emoron营销总监时。在那段时间里，Newel女士在我的管理之下担任营销客户经理。她在工作方面的表现一直让我印象深刻。她极具智慧，非常有能力而且很能吃苦耐劳。或许Newel女士最大的特点在于她对待生活的积极心态和乐观的风貌。我满怀敬意地向您推荐Newel女士。

招聘广告 Job Posting

高频句

Immediate opening available for.....急需.....

Experience in accounting strongly preferred.在财会方面有经验者优先考虑。

Compensation commensurate with experience报酬将与其资历相当。

Minimum of 5 years experience required.要求至少5年以上的经验。

信例

COMPANY DESCRIPTION :

Well-established NYC Entertainment Law Firm has an immediate opening for an Executive/Personal Assistant to a Manager of the firm. Experience in music/entertainment business strongly preferred. Legal experience not absolutely necessary.

JOB DESCRIPTION/QUALIFICATIONS :

- *Preparing correspondence

- *Editing of documents in Microsoft Word

- *Responsible for daily processing of mail, faxes, maintaining client files and e-mail file folders

- *Scheduling of business and personal appointments

- *Proficient typing skills

PERSONAL CHARACTERISTICS :

- *Good energy level, positive attitude, and pleasant demeanor

- *Ability to handle a fast-paced environment

- *Possess a high level of confidentiality, professionalism and integrity

- *Have strong written and oral communication and interpersonal skills

Qualified candidates should have a minimum of least 5 consecutive and a total of 8+ years of experience.

公司描述：

历史悠久的NYC娱乐律师事务所对外公开招聘一名经理助理。在娱乐或音乐经营方面有经验者优先考虑。法律经验非必需要求。

职位描述/条件：

- *处理来往信函

- *应用Word文档编辑文件

- *负责处理日常邮件、传真、客户档案和电子邮件档案文件夹

- *安排商务和个人约见

- *打字熟练

个人特质要求：

- *精力充沛，积极上进并且举止典雅

- *适应快节奏的工作环境

*保守秘密、做事专业、正直诚实

*书面和口头表达能力强，沟通技巧卓著

应聘者至少应具有连续五年或总计八年的工作经验。

录用通知 **Acceptance Letter**

高频句

Miller Broadcasting is pleased to offer you a job as Marketing Director. Miller广播公司很高兴为您提供市场部经理职位。

Should you accept this job offer, you'll be eligible to receive an annual gross salary of \$45,000.如果您接受所提供的这个职位，您将获得45000美元的税前年薪。

You will also receive standard benefits including health insurance and 401 (k) retirement contributions.您还将享受包含健康保险和401 (k) 退休基金的标准福利。We are happy to welcome you aboard.欢迎加入我们的团队。

I am pleased to accept the position of Senior Engineer.我很乐意接受高级工程师的职位。

I am eager to make a contribution to the company.我渴望为贵公司效力。

I look forward to starting my employment on January 10, 2011.我期待能够在2011年1月10日开始工作。

信例1

Dear Mr. Jonas ,

Centrifuge Technical Enterprises, Inc. is pleased to offer you a

job as a Senior Engineer.We trust that your knowledge, skills and experience will be among our most valuable assets.Should you accept this job offer, per company policy you'll be eligible to receive the following beginning on your hire date : annual gross starting salary of\$74 , 500 , paid in biweekly installments by your choice of check or direct deposit as well as standard benefits for employees, including 401 (k) retirement account, annual stock options, health insurance, profit sharing, sick leave, and vacation days.We at Centrifuge hope that you'll accept this job offer and look forward towelcoming you aboard.

Sincerely ,

Mathew Keller

离心技术有限公司很荣幸为您提供一份高级工程师的工作。我们深信您的知识、技能和经验将成为公司最宝贵的财富之一。如果您接受该职位，按照公司政策您将从受雇之日起获得74，500美元的起步税前年薪，将通过支票或直接汇款的方式每两周支付一次，同时还包括员工的标准福利，包含401（k）退休基金、年股票、健康保险、分红、病假和休假。我们希望您能接受该职位并期待着您加入我们的团队。

信例2

Dear Ms. Martins

As we discussed on the phone, I am very pleased to accept the position of Financial Director with Merrywood Marketing. Thank you for the opportunity to work as a part of the Merrywood team.I am eager to make a positive contribution to the company.As agreed, my starting salary will be\$70 , 000 and health and life insurance benefits will be provided after 60 days of employment.I look forward to starting employment on February 20 , 2011.If there is

any additional information or paperwork you need prior to then, please let me know.

Again, thank you.

Sarah Michaels

正如我们在电话中谈到的，我很乐意接受Merrywood营销公司财务经理的职位。感谢您提供这一机会让我加入Merrywood团队。我期待着为贵公司做出积极贡献。按照我们达成的协议，我的初始薪金为70,000美元，受雇60天后将享受健康和人寿保险。我期望能够在2011年2月20日开始工作。在此之前如果您还需额外的信息或资料，请告诉我。

十项全能之三 管理和组织

Management and Leadership

公司结构 Company Organization

公司无论大小，都会出于效率（efficiency）和责任的考虑，根据不同的任务将成员分成不同部分，从而形成自己的组织结构。通常意义的公司组织包含普通员工、中级管理层和高级管理层。

普通工人（laborial staff）

普通工人指通过体力劳动（physical labor）来完成工作的职员，争取时薪（hourly）而非月薪（salaried），例如：建筑工人、维护保养工人、清洁工、电工、管道工、技术工人。

⊙ Nearly 60% of all employees in our company are considered laborers. 我们公司接近60%的员工是工人。

⊙ The laborial staff is a very broad category of workers because it includes maintenance crews, janitorial staff, and many of the support services staff.

劳工所包含的工人类别很广泛，包括维护保养员、门卫和许多服务支持人员。

⊙ We ought to remember the common workers, they do a lot of work that other people might not be willing to do.

我们不能忘了普通工人，他们所做的很多工作是别人不愿意做的。

⊙Hourly wages are not very high, but our laborers usually end up with a lot of overtime pay.

时薪不是很高，但是我们的工人通常有很多加班费。

管理人员 (management)

管理层致力于计划 (planning)、组织 (organizing)、人事 (staffing)、领导 (leading or directing) 某组织完成目标 (accomplish desired goals and objectives)。体现在商业中，目标就是盈利 (make a profit)。为了有效地完成任务，管理人员需要充分利用资源 (using resources)，包含人力资源、财力资源、技术资源和自然资源。

⊙Company management includes all department heads and supervisors. 公司的管理层包括各个部门的主管和监督。

⊙A major part of the work a supervisor does is to make sure everything goes smoothly and to make sure everyone is doing their jobs.

监督们的主要工作就是确保一切进展顺利，让每位员工各司其职。

⊙If we didn't have managers, who would divvy up the work?

如果我们没有管理人员，谁来分配工作？

⊙The management team is under a lot of pressure to get our numbers up this quarter.

管理团队因为要保证本季度的盈利而面临着巨大压力。

⊙What are the average salaries for mid-management positions?

中层管理人员的平均工资是多少？

高级管理层 (executive branch)

首席执行官 (Chief Executive Officer , 即CEO) : 首席执行官负责企业的整体运转, 并向董事会和董事长报告。行政总裁的职责在于执行 (implement) 董事会决定, 在高级管理人员的协助下确保企业正常运转 (smooth operation)。行政总裁常被任命为 (designated) 公司的最高领导, 也是董事会重要成员。

运营总监 (Chief Operations Officer , 即COO) : 负责企业的日常运转, 主要应对市场、销售、生产和人力资源, 比行政总裁更多地深入实践 (hands-on), 也要向行政总裁提供反馈 (feedback) 信息。运营总监被认为是仅次于行政总裁的副手 (senior vice president)。

财务总监 (Chief Financial Officer , 即CFO) : 直接对行政总裁负责, 负责财务数据的分析和审核、汇报财务状况、准备预算、对支出和成本 (expenditures and costs) 进行监督。财务总监被要求定期 (regular intervals) 向董事会和股东监管机构, 包括证券交易管理所 [the Securities and Exchange Commission (SEC)] 等, 提供财务信息。

A : Can you tell me a little more about your company organization?

B : The first tier is our executive branch, which includes the CEO, COO, CFO, and the board of directors.

A : 你能否再告诉我一些有关贵公司的组织情况?

B : 第一层是我们的高级管理层, 包括首席执行官、运营主管、财务总监和董事会。

A : Besides making the most money, what does the CEO do anyway?

B : The CEO makes everything go smoothly. He's personally responsible for the success of the company.

A : 首席执行官除了挣钱最多以外，他到底都做些什么？

B : 首席执行官须确保一切顺利运转，并对公司的成功发展负责。

Tom Kennedy is the new CEO for our company.

Tom Kennedy是我们公司新任首席执行官。

董事会 (board of directors)

董事会由选举或被任命的人员 (elected or appointed members) 所组成，对企业和组织的行为进行监督，也常被称作理事会、执行委员会等 (board of governors or executive board) 。董事会成员的职责如下：

通过制定政策和目标来管理企业或组织。

选举、任命主要高级管理人员。

确保财政资源合理运用。

评审通过预算。

监督企业业绩，维护股东利益。

◎How many people are on the board of directors?

董事会有多少人？

◎The board of directors is made up of experts in the industry ; we rely on them to give us guidance, long-term planning, and vision.

董事会由业内的专家组成，我们要靠他们给予相关指导、长远规划和制定目标。

⊙Our board meets monthly, quarterly, or biannually, depending on the needs of the company.

我们董事会根据公司的要求，每个月、每季度或者每半年开一次会。

⊙Mr.Andrews has accepted his appointment to be Chairman of the board.Andrews先生刚接受了作为董事会主席的任命。

总结

“事半功倍”还是“事倍功半”？有时候完全取决于排列组合是否得当，能否将整体力量发挥到极限，体现在企业里就是结构是否合理，任务划分是否科学，部门协作是否有效，人员配合是否默契。无论是高级管理人员还是普通工人，各尽其责，结构的优势充分体现，才能实现整体效率和利益的最大化。

Words 单词表

branch分支，分公司

category种类，类别，分类

CEO首席执行官，行政总裁，总经理

CFO首席财务官，财务总监

company profile公司简介

COO首席运营官，营运总监

executive执行董事，总经理，行政长官

expert专家，专家小组

guidance指导，引导

hourly每小时的

management管理，经营

pretty相当，十分，非常

quarterly季度的

salary薪酬，月薪

success成功，成就，胜利

tier层，层级

wage工资，报酬

Phrases 短语表

a little more更多一点儿

accept an appointment接受任命

be personally responsible for sth亲自负责（某事）

divvy up分发，分配

go smoothly顺利，顺利进行

depend on取决于，由……来决定

know (sb) well很了解（某人）

get numbers up盈利

nice guy好人，好家伙

in the first place首先，起初

take a look看下，瞅下

make money挣钱，赚钱

rely on依赖，仰仗

under pressure承受压力，在……压力下

实景对话1

A : Can you tell me a little more about your company organization?

B : Sure. Here, take a look at our company profile.The first tier is our executive branch, which includes the CEO, COO, CFO, and the board of directors.

A : Besides making the most money, what does the CEO do anyway?

B : The CEO makes everything go smoothly. He's personally responsible for the success of the company.Tom Kennedy is the new CEO for our company.He's a pretty nice guy.I know him well because I'm on the board.

A : Are you serious?I didn't know that. How many people are on the board of directors?What do you have to do to get on in the first place?Who's the chairman?

B : The board of directors is made up of experts in the industry. There are 12 of us.The company relies on us to give us guidance, long-term planning, and vision.Our board meets monthly, quarterly, or biannually, depending on the needs of the company.Mr.Andrews has just accepted his appointment to be Chairman of the board.

A : Is this your first time serving on a board of directors? It must be very exciting.

B : Well, the management team is under a lot of pressure to get our numbers up this quarter, so it is a bit stressful.

A : 你可以再告诉我一些关于贵公司的组织情况吗？

B : 当然，请看这里有关我们公司的简介。第一层是我们的高级管理层，包括行政总裁、运营总监、财务总监和董事会。

A : 除了赚钱最多以外，行政总裁到底都做哪些？

B : 行政总裁必须确保一切顺利运转。对于公司的成功发展，他需要亲自负责。Tom Kennedy是我们的新任总裁。他人很好。我在董事会，所以很了解他。

A : 真的吗？我都不知道。董事会有多少成员？你一开始是怎么加入的？谁是主席啊？

B : 董事会成员是由本行业内的专家组成，我们一共12人。公司依靠我们提供相关指导、制定长远规划和愿景。根据公司的需要，我们每周、每月、每季度或者每半年碰一次头。Andrews先生刚刚接受了作为董事会主席的任命。

A : 这是你第一次在董事会任职吗？一定很兴奋吧。

B : 要保证本季度的盈利，管理团队肩负的压力非常大，所以还是有一些紧张的。

实景对话2

A : What percentage of your company is made of up laborers?

B : Nearly 60% of all employees in our company are considered laborers.

A : Wow , 60%. That seems like a lot.Do you pay your workers well?What's the average hourly wage for the laborers in your company?

B : Most of our laborers are not salaried. Hourly wages are not very high, but our laborers usually end up with a lot of overtime pay.60%may seem like a lot, but it's only because the laborial staff is a very broad category of workers because it includes maintenance crews, janitorial staffs, and many of the support service staffs.

A : So what about the remaining 60%?Is that just management then?

B : Yes. Company management includes all department heads and supervisors.Managers have more responsibility and more stress than the common workers.A major part of the work of a supervisor is to make sure everything goes smoothly and to make sure everyone is doing their jobs.

A : What are the average salaries for mid-management positions?Is it a lot more than the laborers?

B : To be honest, it is considerably more. But, we ought to remember the common workers, they do a lot of work that other people might not be willing to do.Laborers might not have as much responsibility or make as much money as the executive staff, but they are just as important.

A : 你们公司的劳工构成比例是多少？

B : 我们公司接近60%的员工是工人。

A : 哇，60%，好像不少。你们给工人的待遇好吗？你们公司付给工人每小时的平均工资是多少？

B：我们大部分工人拿的不是月薪。计时工资不是很高，但是工人在加班费上挣得不少。60%可能看上去挺多，但是因为劳工所包含的工人类别很广泛，包含维护保养员、门卫和许多的服务人员。

A：那其余的30%呢？都是管理层吗？

B：是的，公司的管理层包括各个部门的主管和监督。经理们总是比普通工人肩负更多的责任，承受更多的压力。监督的主要工作是确保一切运转正常，让每位员工各司其职。

A：中层管理人员平均工资是多少？比普通工人高很多吗？

B：老实说，是高出不少。但是别忘了普通工人做的很多工作可能是别人不愿意做的。工人们可能没有高级管理员那么多的责任或那么多的报酬，但是他们也同样重要。

达成共识 Reaching Consensus

要所有的团队成员都对某项决策开绿灯，实现起来有些难度。总会有人在争议中固执己见（resistant）。即便是有这样或那样的困难，也有必要听取各方意见。最终达成共识对决策的实行十分有益（beneficial）。

讨论

当没有统一意见时就需要展开讨论。找出争论角度，通过对较为可能的（或相对统一的）意见进行修改（modify）完善，从而达到皆大欢喜的目的（keep everyone happy）。

☉What does everybody think of.....

大家对于.....是怎么考虑的？

☉What do you have against.....

你是根据什么来反对.....

◎The reason I disagree is.....

我不赞同的原因是.....

◎Don't you think it would be better to.....

各位不认为.....会更好吗？

◎Let's hear you out on this issue.

让我们听你把话说完。

◎Can you tell me why you believe the way you do?

你能否告诉我，为什么你认为你的办法行得通？

◎Let's take a vote.

让我们来进行表决。

◎Can you tell me more about why you don't agree?

你能否更详细地告诉我为什么你不同意？

◎Is there anything we can change about this option to make it more acceptable to you?

对于这一选择，我们可以做什么调整好让你觉得更适用吗？

共识的形式

达成共识不是说非得每个人都完全同意（completely agree），但是要保证让大部分人都接受。让每个人都参与到共识的讨论和理解中，并尽量说明为何最终的选择最适宜。在讨论之初就应当表明所谓的共识是与会者一致赞同（on the same page），还是在一两个人反

对 (dissenters) 的情况下仍获得通过。

⊙We don't have to see eye to eye on this, we just need to agree on a direction to go.

在这个问题上我们没有必要形成绝对一致的意见，我们只需要确认意见的大致方向。

⊙Do we all agree that we need to compromise?

我们是否都赞同我们 (必要时) 需要妥协？

⊙So, if we can get at least 9 out of 10 to go for the idea, then we're set.

那如果我们中有9个人都同意这个想法，那就拍板。

⊙We need 100%agreement on this issue, am I right?

我们需要100%的意见一致，是这样吗？

共识的内容

组织者应对问题交代得 (identify the problem) 越详细越好，并提供解决问题的几个选择和方案 (various options or solutions) 。在深入讨论之前，可以通过表决的形式了解与会者的大致倾向 (where you stand) ，从而引出辩论的正反方。

⊙We're meeting today to come up with a solution to cut the budget.We've got two possible solutions to discuss right off the bat.The first one is downsizing with employee layoffs.The second is to cut spending by eliminating existing benefits.Both are hard measures.Let's see a quick count of who's leaning toward the first option.

我们今天开会的目的是为削减预算找出解决方案。我们有两个可

能的方案供大家讨论。第一个是通过裁员来削减，另一个是削减现有福利从而减少开销。两个方案都比较棘手。我们来迅速统计一下有谁赞成第一种选择。

◎We can either spend the bulk of our production time on working out details in the design project, or go for something a bit more general but save time and money. Both options have advantages and drawbacks. How many of you feel we have reason to invest time and money on the first option?

我们既可以花大量时间在项目设计的细节上，也可以选择更省钱、省时但普通一些的。两个选择各有利弊。你们谁认为我们应在第一种方案上投入时间和财力？

达成共识的时间

继续调整修改，不断表决，直到每个（或绝大部分）与会者都表示赞同。

◎Anybody has a chance to share their thoughts? Good, let's take another vote. 是否大家还要借此机会来分享一些自己的想法？好的，让我们再次表决。

◎Let's take time to hear Frank out. Okay, Frank, tell us why you disagree. 让我们听Frank把意见表达完。好的，Frank，告诉我们为什么你不同意。

◎Let's talk about Option One more in detail. Does anyone want to share why they think it's a good idea?

让我们再深入讨论一下第一个选择。谁愿意分享一下为什么支持这一想法？

◎Okay, Margaret, can you explain to us why you support the second option? 好的，Margaret，你能否解释一下你为什么支持第二

个选择？

决定

一旦达成共识，立即形成决议，避免节外生枝（prevent further problems）。

◎Okay, now that we're finally all in agreement, I will get in touch with the human resource department to implement these changes starting next week.好的，现在我们终于达成了统一意见，我会马上联络人力资源部，从下周起执行这些变动。

◎Thanks everyone for working so hard to make a decision on this issue.感谢各位为达成这个决定所做的辛苦工作。

◎Let's get the results of our discussion today in writing and put it into action as soon as possible.

让我们把今天讨论的成果形成书面文件，并尽快着手执行。

总结

共识是整体利益的平衡点。只有个体利益相对满足时，所形成的决策才长久有效，人们才会心悦诚服地执行。达成共识的过程是从分歧走向统一的过程，只有靠协调、变通和耐心才能实现。总之要皆大欢喜，其乐融融，大家就应当各有取舍，共同努力。

Words 单词表

acceptable可接受的，合格的

benefits福利，利益，效益

bulk大批，大量

current当前的

downsizing 削减，精简

drawback 弊端

eliminate 消除，排除

existing 现有的，现存的

generic 一般的，通用的

layoff 解雇，裁员

morale 士气

overtime 超时的，加班的

solution 方法，解决方案

vote 投票，选举

workforce 劳动力，职工

Phrases 短语表

100% agreement 完全同意

50-50 even 对半开

change (one's) mind 改变 (某人的) 想法

come up with 找到 (答案)

cut a budget 削减预算

cut spending 削减支出

feel free (to do sth) 无拘束，随意某事

get a pink slip被解雇

have a chance有机会

have a point 说得有道理，所言极是

lean toward (an option) 偏向，倾向

hear sb out听某人把话说完

lower rung employees下层/底层雇员

meet a deadline满足期限

pay out付出

right off the bat立即，马上

see eye to eye on this对此意见统一

share (one's) thoughts分享 (某人的) 想法

take a (quick) count (迅速) 统计

work out details解决细节

实景对话1

A : We're meeting today to come up with a solution to cut the budget. We've got two possible solutions to discuss right off the bat.The first one is downsizing with employee layoffs.The second is to cut spending by eliminating existing benefits.What does everyone think about employee layoffs?

B : Well, first of all, how many layoffs are we talking about? The reason I disagree is because if too many people get pink slips, morale and production will go way down.

C : Jim has a point there. In order to meet our financial goals, we are talking about laying off as much as 20% of our current workforce.

A : Larry, can you tell me more about why you don't agree?

C : It's not going to do much good to eliminate employees. If we have less people to do the same amount of work, the remaining employees will have to work overtime to finish the work. Our company will have to pay out in overtime fees what it was trying to save in lay offs.

A : Has everybody had a chance to share their thoughts? So do we all agree that the first option isn't going to work for us? Let's take a vote. If you support Option One, please raise your hand. Okay. Option Two? Looks like Mary you're the only one who agree on the second option. Is there anything we can change about this option to make it more acceptable to you?

D : Well, I think if we were to focus more on cutting excess benefits from senior level employees without disrupting the basic and necessary benefits from lower rung employees, it could be better.

A : 我们今天开会的目的是为削减预算找出解决方案。我们有两个可能的方案供讨论。第一个是通过裁员来削减。另一个是削减现有福利从而减少开销。对于裁员大家都怎么想？

B : 首先，我们所说的裁员是裁多少人？我不同意是因为下岗的人太多，士气和产量都会随之下滑。

C : Jim言之有理，为了达到财务目标，我们要裁掉20%的员工。

A : Larry，你能否说说你为什么不同意吗？

C : 解雇员工没有多大的好处。如果我们让更少的人做同等量的工作，剩下的这些人为了完工就得加班，那公司就得用裁员节省下来的钱支付加班费。

A : 每个人都同意他们的想法吗？那我们都认为第一种选择对我们不适用吗？让我们表决一下。同意第一种选择的请举手。好的，第二个选择呢？好像Marry是唯一同意第二种选择的人。我们可以做什么调整，好让你觉得更可行吗？

D : 我觉得如果我们能够集中减少高级雇员的超额福利，而不影响底层雇员的基本和必需福利，也许更合适些。

实景对话2

A : We can either spend the bulk of our production time on working out details in the design project, or go for something a bit more generic but save time and money. Both options have advantages and drawbacks. How many of you feel we have reason to invest time and money in the first option? Okay, Margaret, I noticed you didn't vote for the first option. Can you explain to us why you support the second one?

B : I don't think we have the time to spend on developing a fancy custom design. We're working under deadline here, so to meet the requirements of the client, we have to give them something generic.

C : I disagree !

A : Okay. Let's take time to hear Frank out. Frank, tell us why you don't agree. What do you have against the generic design?

C : It's because our clients have such specific requirements that we have to invest in a custom design. I don't think they'd be happy with anything that wasn't very unique. We don't want to disappoint

our clients. Don't you think it would be better to focus on making the client happy than meeting a deadline?

A : So let's talk about Option One more in detail. Does anyone else want to share why they think it's a good idea?

D : Well, I think these two options aren't necessarily mutually exclusive.

I think we can do a reasonably good job with a custom design without overshooting the deadline.

A : 我们既可以花大量时间在项目设计的细节上，也可以选择更省钱、省时但普通一些的。两个选择各有利弊。Margaret，我留意到对于第一种选择你投反对票，你能否解释一下？

B : 我认为我们没有时间来研发一个不切实际的设计方案。我们的工作是有时间限制的，这样才能满足客户的要求，所以我们只能提供相对普通的方案。

C : 我反对！

A : 好的，让我们听听Frank的意见。Frank，告诉我们为什么你不同意。你根据什么反对提供普通的设计方案？

C : 在设计上投入更多精力，这是客户的特别要求。我想对于不是非常独特的东西他们是不会满意的。我们不想让客户失望。各位不觉得让客户满意比遵守时限更值得我们关注吗？

A : 让我们再深入讨论一下第一种选择。谁愿意分享他认为比较好的想法？

D : 嗯，我觉得这两种选择并不互相排斥。我认为我们可以在不拖期的前提下，在特别设计上付出更多努力。

影响别人 Influencing Others

通过阐述自己的认识和想法来影响他人是一种能力，而且是一笔巨大的财富（a great asset），能够帮助你推广自己的想法，赢得他人的支持，成功地实现（execute them successfully）目标。

找对人选

确认要说服或影响（approach and persuade）的正确人选，想清楚你都需要哪些资源和授权。请真正能起到作用的人来协助你。

☉I wanted to talk to you about an idea I had.

我想跟你谈一下我的想法。

☉Would you like to join me for coffee? Looks like you need a break.

你想不想和我一起去喝杯咖啡？看上去你需要休息一会儿。

☉I wanted to ask your opinion about something. What do you think about.....

在某些事情上我想听听你的意见。你认为.....

☉Larry, you're our head computer guy, right? Well, I wanted to talk to you about an idea I had for a new office-wide program.....

Larry，在计算机方面你可是老大，对吗？我想和你探讨一个办公室系统的想法。

☉Who we really need to talk to about this idea is Melissa in human resources. She has the authority to implement the plan.

我们需要和人力资源部的Melissa谈谈这个想法。她有权执行这个计划。

值得信赖 (Be reliable)

先要和你试图影响的人建立融洽和信任 (credibility and rapport) 的关系，必须要想别人之所想 (feel their pain)，热情倾听他们的意见，和他们建立个人层面 (personal level) 的信赖关系。

☉ I know how you feel.

我了解你的感受。

☉ Yeah, I've been there.

是的，我原来也是这样。

☉ You're amazing.....I really admire the way you.....

你真是太棒了.....我真佩服你.....的方式。

益处

影响别人不是把观点强加给别人，专横的态度 (being bossy) 无法让对方心服口服。对方只有在认识到你的想法对他有益处的时候才会表现出兴趣。总之，每个人都想知道自己能得到什么 (what's in it for them)。

☉ The reason you should support this idea is because it will directly impact you.

你应当支持这一观点的原因是它会直接影响到你。

☉ What you're going to gain out of this is.....

通过这个你将赢得的是.....

☉ The benefits you stand to gain include.....

你会得到的好处包括.....

◎What we're trying to do is.....

我们正在尝试做的是.....

◎The reason this is the best way to do it is because.....

这是最好的办法，原因在于.....

准备

研究并制定策略。凡事预则立，不预则废（If you fail to plan, you plan to fail）。有些情况下你可能会碰钉子（be met with opposition），所以要把对方会关心的问题 and 可能的担忧都列出来，做好应答的准备。

◎I anticipated you might have that concern.Let me explain how it won't be a problem.....

我预计你会有此类的担忧。让我来解释一下为什么这不是问题.....

◎That's a very good question.I thought the same thing at first.But let me explain.....

问得好。我起初也是这么想的。但是让我来解释一下.....

◎You have a good point, but I wonder if you have considered.....

你的想法很好，但是我想知道你是否考虑过.....

◎Don't worry.I've got everything under control.

别着急，一切都已在我的掌控之中。

◎Try to see it my way.

试试通过我的方式来看待它。

总结

影响别人就是我们常说的“攻心”。要让别人听从你，信任是基础，诚恳是态度，为对方利益着想是策略。周密准备，把各种可能出现的问题都预先演练，做到心中有数。让别人认为你“所言极是”也没有那么难。

Words 单词表

access通道，入径

amazing令人惊讶的，惊异的

anticipate预料，预期

baffle困惑

convince说服，使信服

eliminate消除

firewall防火墙

hacker黑客，骇客

office-wide整个办公室范围内

outgoing友好的，外向的

technical技术，技术的

troubleshooting故障排除，疑难解答

Phrases 短语表

build a base建立基础

computer guy 计算机管理员

Forget it, man. 算了吧。

give sth a try 试一下

be good with people 人缘好，善于沟通

have what it takes 具备成功的条件（美俚语）

hook up（计算机间）联机

leave sb baffled 让某人困惑

need a break 需要休息一下

network system 网络系统

no biggie 不要紧，没有什么大不了的

over the phone 通过电话

running around（and doing sth）东奔西走，跑来跑去

small potato 小角色，小人物

You and I both know..... 我们彼此都知道.....

stand to gain from sth 从某事中受益

What do you say? 你怎么说/看？

go for（an idea）选择，采纳（一个想法）

the powers 领导，有权力的人

实景对话1

A : Hey Jerry. Would you like to join me for coffee? Looks like you need a break. I wanted to talk to you about an idea I had.

B : Okay, yeah. I could use a break. Let's go..... So what was it that you wanted to ask me about?

A : Well, you're our head computer guy, right? You're amazing. I really admire the way you can solve so many technical problems that leave the rest of us baffled.

B : Well, it's no biggie.....

A : I wanted to talk to you about an idea I had for a new office-wide program.

We can eliminate a lot of the problems we are having by getting all office computers hooked up on a network system. What you've got to gain out of all this will be less problems to deal with in troubleshooting over the phone, because the system will be much easier to access from your own computer.

B : Sounds like a good idea, but do you think the bosses will go for it? I think they were kind of concerned about hackers or something like that.

A : I anticipated you might have that concern. I don't think it will be a problem.

We can set up firewalls and the like. I just need someone to convince the powers that is feasible.

B : What? You want me to talk to them? Forget it man, I'm just the computer guy.

A : I know how you feel. But you're not a small potato in their

eyes.You're the guy who keeps us all working smoothly. What would we do without you running around and making sure our computers are working?Just think how much you stand to gain from this.....

A：嗨，Jerry。愿不愿意和我一起去喝杯咖啡？看上去你需要休息一下。我也想和你谈谈我的想法。

B：好的，行。我也借这个机会喘口气。我们走吧.....那你想问我什么来着？

A：在计算机方面你可是老大，没错吧？你可真行啊，那些让我们犯迷糊的技术问题都让你给解决了，我太羡慕你了！

B：这没什么.....

A：我想和你探讨一下办公室系统。我在想要是能把所有电脑通过网络连接起来，我们就可以减少很多麻烦。对你来说，好处是少了许多通过电话来排除故障的麻烦。因为你通过网络识别起来要更加容易。

B：听上去不错。但是老板会采纳吗？我想他们会担心黑客之类的东西。

A：我想到你会有此顾虑。我觉得这不是问题。我们可以设置防火墙或别的什么。我就是需要有人去说服领导层，让他们认可这么做。

B：什么？你让我和他们说？算了吧。我只不过是个搞电脑的。

A：我知道你怎么想。但是你在他们眼里不是个小角色。是你来确保我们工作顺利进行的。要不是你跑来跑去确保所有的电脑运转正常，我们就无法正常工作。想想，因为这个你将获益很多.....

实景对话2

A : Lucy, what do you think about joining our sales team?You'd be great !

B : Oh, I'm not sure. I don't know if I have what it takes.....

A : Yeah, I've been there. But you have to have confidence in yourself.Of course you have what it takes. You're friendly and outgoing.You are good with people.I think you should give it a try.

B : How do you know I could be successful in sales?I don't think I'd be too good at selling something.

A : That's a very good question. I thought the same thing at first.But let me explain. Everyone on the sales team is very upbeat and enthusiastic about our products.Even if we don't make the sale right away, we still enjoy building a base of future potential customers.What we're trying to do is to develop relationships.You're good at that.

B : Well, maybe I could give it a try.....

A : That's the spirit. Now, who we really need to talk to about this idea is Melissa in human resources. She has the authority to transfer you to our team.

A : Lucy , 考虑一下加入我们的销售团队吧？你一定会很棒的！

B : 哦，我可不肯定。我不知道我是否有能力.....

A : 哦，我原来也这样。但是你得对自己有信心，你当然能行。你友好开朗，而且人缘好。我想你应该试试。

B : 你怎么知道我会在销售上取得成功？我觉得我在卖东西方面不行。

A : 问得好。最初我也这样想，但是让我来给你解释一下。销售

团队中的每个人都非常乐观，而且对自己的产品充满热情。即便是我们当下没有卖出，我们也很乐于建立潜在的客户平台。我们努力做的是发展关系。正是你擅长的。

B：那也许我可以尝试一下.....

A：就要有这样气魄。现在，我们和人力资源部的Melissa谈谈吧。她有权把你调到我们团队来。

鼓励员工 Motivating Employees

好的领导懂得通过激发员工的积极性和潜力来创造更多业绩，积极全面的鼓励能够制造团结轻松的气氛。员工在被肯定的同时，会将主观能动性更加充分地发挥出来。

表达感谢和欣赏

真诚（genuinely）感谢员工的辛勤劳动。一句简单的“谢谢”影响深远。对于员工的成就，无论大小都应该公开赞扬。一旦员工认识到他们的工作有价值（value），就会更加努力地工作。

◎You're doing a great job ! Keep up the good work !

你的工作很出色，继续好好干！

◎Friday is doughnut day !

周五供应甜甜圈！

◎Thanks for your contributions to the company.

感谢你为公司做出的贡献。

◎I'd like to express my appreciation for everyone's hard work this week.

Today I'm letting you off half an hour earlier !

我对大家在这个星期里的辛勤工作表示感激。今天我想让各位提前半小时下班。

⊙If we keep going at the rate we're going now, we'll double our profits.

如果我们保持现在的进度，我们就能实现盈利翻番。

⊙I think you all deserve a break.

我觉得大家都该好好休息一下了。

⊙Thanks for everyone's hard work on this one !

感谢各位对此付出的辛勤工作。

⊙We couldn't have done it without you.

没有你，我们就做不到。

⊙I'd like to personally thank Allen and Darcia for coming up with such a great idea.

我要亲自感谢Allen和Darcia想出这么棒的主意。

⊙Great job on the Kline account.You're really to be congratulated !

Kline的账目工作干得非常漂亮。值得庆贺！

良好的沟通

老板要经常把想法和策略（vision and strategy）与员工探讨分享。事实证明，充分掌握情况的（well informed）员工总是比对情况一无所知的（left in the dark）员工表现出色。来自员工的建议和意

见，领导应当倾听。不是每个问题都可以找到答案，员工在意的是老板对他们的意见关注与否。

☉I want to let you in on a little company secret.....

我想让你们了解一些企业内幕.....

☉My vision for your department is.....

我对你们部门的认识是.....

☉Do you have any suggestions on how to make this better?

对于如何改善，你有什么想法吗？

☉Please let me know if you have any concerns to share.

如果有什么担忧的地方，请尽管告诉我。

☉Please feel free to talk anytime.My door is always open.

有需要请随时告知。我的门永远为你敞开。

同舟共济

让员工感觉到他们是公司整个组织的一部分（a part of），听取他们的意见（take their input）并让他们参与制定决策，这样他们会更有归属感（A sense of belonging）。

☉I really appreciate all your suggestions on how to improve our project.

You'll see we've been able to implement many of your ideas and make a great improvement on the original plans. I want you to know that this is your project, and the success that we have belongs to all of us.

真的非常感谢各位对于改善项目所提的建议。正如大家所看到的，我们已经实施了你们的想法并取得很大进步。我想告诉大家，这是大家的项目，成绩属于我们每一个人。

⊙I've got to be honest with you.We haven't had as much success this quarter as we were hoping for. The situation is pretty bleak.But I know I can count on everyone to pull together on this.Together we can overcome whatever it is we face.

我得对大家说实话，本季度没有取得我们期望的那么好的成绩。情况不容乐观。我知道我能仰仗各位共同努力。无论面临什么样的困难，我们齐心协力就一定能克服。

给改过的机会

错误总是难免的（mistakes do happen）。除非是一些无法弥补的过失或者有意而为的错误，一般情况下都应当给员工一个改过的机会（a chance to fix the problem）。宽容能让员工把感激转化为工作热情。

⊙Well, make sure it doesn't happen again.Try to be more prepared next time.Take a back-up of the presentation.Everyone can have a bad day, but you've got to try to mitigate the damage.

下不为例。下回准备更充分些。做好讲解的备份。每个人都有运气不好的时候，但你要尽力减轻损失。

总结

试想如果你，你愿意终日在老板的声色俱厉下战战兢兢地工作吗？恐怕人人都愿意在领导的鼓励和赞扬中，在上下级的坦诚交流中，将个人的主观能动性发挥到极致吧。

Words 单词表

announcement 布告，宣告

appreciate 感激，赏识

bleak 无望的，令人沮丧的

consecutive 连续不断的

contribution 贡献

deserve 值得，应得

implement 执行，贯彻，实施

improve 提高，改善

incentives 激励，刺激，鼓励

preliminary 初步的，开始的

projection 推测，设想

quarter 四分之一，季度，一刻钟

quota 定额，配额

simple 简单的，基本的

suggestion 建议

traffic 交通，运输

Phrases 短语表

Are you serious? 你当真吗？

be dead serious 绝对当真

the rate we're going 我们进展的速度

beat rush hour 避开交通高峰期

count on sb 依赖，指望某人

don't get too anxious 不要过于忧虑，过于担忧

double our profits 利润翻番

fall short 不符合标准（或要求）

express appreciation 表达赞赏

gather round 聚集，将……集合起来

kudos 荣誉

let (sb) off 放过/让（某人）走

make improvements on sth 改善提高某事

no wonder 难怪，不足为奇

pull together 齐心协力，通力合作

take a break 休息一下

work together 共同工作

实景对话1

A : Gather round everybody. I have an announcement to make. You're doing a great job ! I want to thank you for your contribution to the company. And, because I'd like to express my appreciation for everyone's hard work this week, I'm letting you off half an hour early !

B : Wow, are you serious?That's great. I'll beat rush hour traffic !

C : He's got to be joking. We've never gone home early before.....

A : Nope, I'm dead serious, guys. I think you all deserve a break.Oh, and one more thing.....I really appreciate all your suggestions on how to improve our project. You'll see we've been able to implement many of your ideas and make a great improvement on the original plans.I want you to know that this is your project, and the success that we have belongs to all of us.

B : Thanks, boss !

A : If we keep going at the rate we're going now, we'll double our profits on that project. I have some news to share.Preliminary reports have already put us at an increased profit of 40% !

C : No wonder the boss is so happy.....

A : Well, I just want to say, thanks for everyone's hard work on this one !

We couldn't have done it without you. I'd like to personally thank Allen and Darcia for coming up with such a great idea.

B : Don't forget the rest of the team. We all worked together on this one.

A : Yes, of course.Kudos to Mark, Patsy, and Wayne !

A : 大家过来一下，我有些事要宣布。大家干得非常好！我要感谢你们的付出，为表示我对各位本周的辛苦工作的感激之情，我让大家提前半个小时下班。

B：哇！当真吗？太好了，我们可以避开交通高峰期了。

C：开玩笑，我们从来就没早回家过。

A：不，我绝对是当真的。我觉得各位应当好好休息一下了。哦，还有一件事……我真的非常感谢你们对于改善项目所提的建议。正如你们所看到的，我们已经实施了大家的想法并在原有计划的基础上取得非常大的进步。我要你们知道这是大家的项目，成绩属于我们所有人。

B：谢谢老板！

A：如果我们继续保持现在的进度，我们在这个项目上盈利将翻番。透漏一下，初步的报告表明我们的利润增长了40%！

C：难怪老板那么高兴……

A：感谢每个人的辛苦工作。没有你们，我们做不到。我要感谢Allen和Darcia出了这么好的主意。

B：别忘了其他团队成员，这是大家共同努力的结果。

A：当然。功劳也属于Mark、Pasty和Wayne。

实景对话2

A：Thank you everyone for making time to come to the meeting thisafternoon. I have some news to share.

B：Good news, I hope……

A：I've got to be honest with you. We haven't had as much success this quarter as we were hoping for. The situation is pretty bleak. The numbers have come back with negative profit for the last three consecutive periods, and the projections don't look so good either.

C : Oh, that's terrible.

A : Now, I don't want everyone to get too anxious about this. I know I can count on everyone to pull together on this. Together we can overcome whatever it is we face. I have called this meeting today to ask for your input. Do you have any suggestions on how to make this better?

B : I think we're all pretty familiar with the problem. I suggest we look at a fresh new marketing approach. Our sales are down, so we need to get some strong advertising.

A : Great idea, Jim. Thanks for sharing.

C : We could offer company incentives, like something as simple as buying donuts and coffee for everyone if we all meet our sales quota for the week.

A : That's a great idea !

B : I think that a lot of the employees might have suggestions about how to improve sales.....

A : Please feel free to talk anytime. My door is always open.

A : 感谢各位今天下午抽出时间来参加会议。我有些消息要宣布。

B : 我希望是好消息.....

A : 我得对大家说实话，本季度我们没有取得我们期望的那么好的成绩。情况不容乐观。根据数据显示，我们连续三个阶段的盈利都是负增长，未来情况也不理想。

C : 哦，那太糟糕了。

A：现在，我不想要每个人为此过于担忧。我知道我能仰仗各位一起努力。无论面临什么样的困难，我们齐心协力就能克服。我今天召开这个会议是想听取各位的意见。你们有什么建议吗？

B：我想我们都非常了解这个问题。我建议我们该考虑一些全新的营销方式。

销售这么低迷，我们得加大广告方面的力度。

A：好主意，Jim。感谢你的分享。

C：我们也可以提供一些奖励，比如如果我们达到本周的销售指标，就给每个人买甜甜圈和咖啡。

A：真是个好主意。

B：我想许多员工对于如何提高销售业绩都会有建议。

A：请随时告知，我的门永远敞开。

和上级沟通 **Communicating with Superiors**

只要是公司员工，就难免要和领导沟通，汇报情况。即便是在家里工作（work from home）的人，也得通过邮件或电话来向那些甚至素未谋面（face to face）的老板们汇报。如下建议会帮助你 and 领导有效地沟通。

挑选合适的时间

选择在周五下午下班前和老板谈复杂的问题可不是什么高明的主意。你要尽量避免用到如“既然你在这里（now that you're here）.....”或“在你走之前（before you leave）.....”之类的谈话方式，不要让你的举动成为对上级的滋扰（nuisance）。

☉Excuse me Mr.Zhang.Do you have time to meet with me

briefly?

打扰了，张先生，你是否有时间和我简单说两句？

☉Do you have some time for me to meet with you?I'd like to discuss.....

你是否有时间和我谈谈？我想讨论有关.....

☉Can I make an appointment to go over the proposals with you sometime next week?

我能和你约到下周的什么时间来审核建议吗？

☉Do you have time to be briefed on.....

你是否有时间听听关于.....的简介？

准备充分

将所有的文件、邮件或样品，以及相关备份信息（backup information）都准备齐全。向老板展示你的工作完成情况（done your homework），证明没有在浪费他的时间。想老板之所想（get into his head），预计他会有什么样的问题和担忧，做好应答准备。对于错误要勇于承认，不要躲躲闪闪。

A：You wanted to discuss the financial report?

B：Yes, I did. I wanted to ask for your opinion about some of the numbers we have come up with. They seemed a little sketchy, so I wanted to run them by you.Here's a copy of the latest data.....

A：你想讨论的是财务报告？

B：是的。我想就一些数据问问你的意见。这些数据看上去有些不准确。所以我想让你看看，这是最新数据的复印件.....

角色清晰

没有必要为了迎合领导而效仿（imitate）其风格，但营造轻松舒适的环境有益于沟通。掌握你的意见和观点（maintain control of your point），并让老板觉得结果在他的掌握中（feel in control），因为他才是领导。

☉I'd like to discuss our progress on the Shanghai project.

我想就我们上海项目的进程（和你）探讨一下。

☉I was hoping to get some advice about.....

我希望就.....得到一些建议。

☉Do you have any suggestions for us about how to deal with.....

对于如何处理.....你是否有什么建议？

☉What do you think we should do about.....

对于.....你认为我们该怎么做？

☉Do you approve of.....

你赞同.....吗？

☉Would it be alright if we.....

如果我们.....是否行得通？

☉Thank you for your suggestions, I appreciate your help.

感谢你的建议，非常感激你的帮忙。

电子邮件

好的判断力 (use good judgment) 非常重要。确认哪些题目适合当面沟通 (in person communication)，哪些适合电话沟通，哪些适合邮件沟通。邮件中的用语要专业，注意表达完整 (use complete sentences)。

⊙This email is to inform you of.....

这封邮件是要向你汇报.....

⊙Please see the attachment for a complete report.

为了看到完整的报告，请参看附件。

⊙Please don't hesitate to contact me if you have any problems with the attachment, or if you have any questions or concerns.

如果附件中有任何问题或你有任何问题或担忧，请尽管和我联系。

避免情绪化 (**don't get emotional**)

切勿让情绪为理智做主。出现争执时，不要将对方的冲动话语和自己的自尊心联系起来，而是把精力集中到问题的解决方案上。总之，不要说让自己将来会后悔的话 (regret later)。

A : How could you make such a stupid mistake?What am I paying you for anyway?The janitor could be a better accountant than you are !

B : I'm sorry for the mistake. I won't let it happen again.

A : 你怎么会犯这么愚蠢的错误？我付钱给你到底为了什么？让门卫干会计都比你强！

B : 我很抱歉发生这样的错误。

总结

出现失误或做错了事，反正早晚是要面对老板的，不如挑选一个恰当的时间，以合适的方式，主动迎上去。谈话中切勿闪烁其词，逃避责任，因为领导的智商不容低估，这样会使问题更加复杂。遇到过激的言语要保持冷静，就事论事就好。

Words 单词表

audit审计

brief做汇报

briefly简要地

contract合同

cutback削减

data数据，资料

drain排水，流出

duplication重复

error错误，误差

expense开支，费用，经费

janitor门卫

merger合并

overextend透支

partner伙伴

proposal建议，提议

realign调整，重组

stipulation规定

unaccounted未予说明的，未加解释的

Phrases 短语表

a little sketchy有一点粗略，不准确

be at fault归咎，犯错

be in order符合程序，秩序井然

catch sb找到/碰到某人

come up with (numbers) 追上，赶上

deal with sth处理/安排某事

for a minute一会儿

general fund普通/共同基金

go over 调查，检查

good time/bad time合适/不合适的时间

have riding on sb苛求某人

keep sth to a minimum将某事物保持到最低限度

overhead expenses管理费用/间接费用

pull from撤出

put demands on sb对某人提要求

run sth by sb让某人看某物

under budget在预算之内

实景对话1

A : Excuse me Mr. Zhang.Do you have time to meet with me briefly?I'd like to discuss our progress on the Shanghai project. I was hoping to get some advice about the financial reports.

B : It's okay. I have a few minutes now.Come on into my office.

A : Thank you. Hmmm.....As you can see, there are a few problems.....While we are under budget on the project, it seems that there are a few expenses unaccounted for. Do you have any suggestions for us to deal with this?

B : Obviously an audit seems to be in order.....

A : Well, yes, I thought of that, too. Here it is.....Now when I made the audit, I found that the expenses had been pulled from the general fund, which should only be used for overhead expenses. And this was a big mistake because it drained the general fund.That means we've overextended the general fund and will probably be in trouble with the bank.

B : Who is responsible for this error?

A : Well, sir.....we don't know exactly how it happened.....

B : That's not good enough. You're the head financial officer.That meansyou're at fault.How could you let such a stupid mistake be made?What am I paying you for anyway?The janitor could be a better accountant than you are !

A : I'm sorry for the mistake. I won't let it happen again.

A：对不起，张先生，你是否有时间和我简单谈谈？我想就上海项目的进程和你探讨一下。想听听您对财务报告的意见。

B：可以的，我现在有点时间。进来吧。

A：谢谢。你都看到了，存在一些问题.....尽管项目预算还未超标，但是好像有些花销没被统计进来。对于这个问题，你能否给我们一些建议？

B：很显然，有必要做一下审计。

A：是的，我也那样认为。这是.....通过审计后我发现这些花销从公共基金中扣除了。公共基金的流失是很严重的错误。这么干意味着公共基金开支过大，可能银行会找麻烦。

B：谁对这个问题负责？

A：嗯.....我们还不确定事情的来龙去脉.....

B：那太糟糕了。你是财务主管，就是说归咎于你。你怎么会让这么愚蠢的错误发生呢？我付钱给你到底为了什么？门卫都可以比你算得清楚！

A：我为这个错误感到很抱歉。我不会让这种情况再发生了。

实景对话2

A：Mr. Johnson, Do you have time to be briefed on our meeting with our merger partners next week?

B：That's okay. I have a few minutes now.

A：Great. Well, let me catch you up to speed on what's happening with the merger. We've already received the contract from their side, and our legal department has reviewed and approved it. In our meeting next week, it's our last opportunity to

make changes if we want to before we go ahead with the agreement as it stands.

B : Very good. Can you be sure I get a copy of the contract as it was approved by legal?

A : Of course sir. Actually, I have a copy for you right here.

B : Excellent.

A : I was hoping you could also give me some suggestions about how to realign our department after the merger takes place. What do you think we should do about the issues of duplication? I hate to have to cut back on our staff. Would it be alright if we asked for a stipulation to keep the merger's resulting lay-offs to a minimum?

B : It is possible to raise these types of terms in our negotiations, but I am not sure it is in our best interests to do so.....

A : So what do you suggest? Do you approve of the cutbacks?

B : Well, it's not that I am happy to see some of our employees be forced to leave. But we already have enough riding on this deal without having to put more demands on our negotiation partners.

A : Johnson先生，你是否有时间听听有关我们下周和合并伙伴会议的介绍？

B : 行。我现在有几分钟。

A : 好的，那我来说说有关合并的最新进展吧。我们已经收到了合同，法务部已经审核通过了。如果我们想在签订合同之前做变动，下周的会议将是最后的机会。

B：太好了。你能否给我一份法务部通过的合同复印件。

A：没问题。我手上就有一份复印件。

B：好极了。

A：我希望能给我一些合并后如何重组我们部门的建议。你觉得怎么做才能解决人员重合的问题？我不愿意裁掉职员。如果我们要求制定一款合并后尽可能地少裁员的条文，能否行得通？

B：我们在谈判时可以提这些条件，但我不确定这样做是否对我们有利。

A：那你的建议是什么？你同意削减吗？

B：我也不愿意看到我们的员工被迫离开。可是我们已经提了足够多的要求，恐怕我们无法再向谈判伙伴提更多的要求了。

项目管理 **Project Management**

项目的范围（range in scope）可大可小，但都需要确保每一步的发展准时并到位（correctly and on time）。一个成功的项目经理必须懂得如何调动人员、时间、资金，以及大量（a host of）其他资源。

预先规划（**Preplanning**）

确认项目范围（scope）。确定对项目的目标有清晰的认识，了解项目实施需要哪些资源。

◎What is our objective?

我们的目标是什么？

◎Where are we going with this project?

这个项目的方向是什么？

⊙What are we trying to accomplish?

我们要完成什么目标？

⊙The purpose of our work on this is to.....

我们在这方面的工作目标是.....

⊙We can fulfill our goals by.....

我们可以通过.....来实现我们的目标。

⊙What we're trying to do is.....

我们正努力做的是.....

⊙If we want to accomplish our goals, we will need.....

如果我们想实现目标，我们就得.....

⊙Your budget for this project cannot exceed\$100 , 000.

你在这个项目上的预算不能超过10万美元。

组织

将整体计划分割 (break it up) 为若干部分 (smaller components) 。对每个部分的行动提出具体计划、所需资源以及预计时间。

⊙First, we have to.....which will require.....

首先，我们必须.....因此需要.....

⊙The first phase of our project includes.....

我们项目的第一阶段包括.....

⊙In the following phase, we will need to.....

在紧接下来的阶段，我们需要.....

时间表（**Timelines**）

将实施计划的整个过程划分成不同的时间界限（milestones），以保证准时完成。时间表将检测（monitoring the progress）项目进度。如果发现落后（fall behind）于时间表，就应当立即确认哪些方面需要特别关注，这样才能保证整个计划回到轨道上（back on track）。

⊙Our project has a final deadline at the end of the month.

我们项目的最后期限是本月底。

⊙We've reached our first milestone of raising\$40，000.

我们已经达到了增长4万美元的第一个里程碑。

⊙We need to spend more time on.....or else we won't make our deadlines.

我们必须在.....上投入更多的时间，否则就赶不上工期了。

代表（**delegate**）

为了保证项目被高效地执行，有必要选出下属或分包商（subordinates or sub-contractors）。按照项目时间表分配任务，并根据反馈情况（feedback）来监督其任务完成情况。

⊙Can you please do some research on possible vendors for our new product line?I need you to find at least 25 potentials, and get their information to me by Monday.

你能否就我们新产品的潜在商户做些调研？我需要你至少找出25个潜在客户，在周一前把他们的信息发给我。

⊙The list you gave me is incomplete.Can you please check your data and get back to me with complete information?

你给我的单子（内容）不全。你能检查一下数据，提供一份更完整的数据信息吗？

进程报告

定期（regular intervals）向上级报告项目进程。如果在项目进展过程中遇到任何问题，都应当立即（immediately）报告。

A：How is the project coming?

B：We've already moved past the research and design stage.

A：项目进展得怎么样？

B：我已经完成了调研和设计阶段。

⊙How's the project going?

项目进展如何？

⊙Can you please complete the tasks I assigned you before next week?

你能否在下周前完成所有我指定的工作？

⊙I have a few details to work out.

我还有一些细节需要落实。

总结

项目管理首先需要高瞻远瞩，统筹规划，使得项目进展有条不紊。其次要有效分工，责任到人。通过不断的反馈来洞察项目发展进程，直到实现目标。

Words 单词表

accomplish完成，实现

consumer消费者，顾客

distribution分布，分销

milestone里程碑，转折点

phase阶段，状态

potential潜在的

preliminary初步的，初始的

research研究

stage阶段

strategy战略，策略

survey调查，测量

vendor卖主，商户

Phrases 短语表

business plan业务/商业计划

customer loyalty客户信赖，客户忠诚度

develop a market发展一个市场

exceed expectation超出预期

get moving (on sth) 赶快开始 (某事) , 立即投入

get sth off the ground某事进展顺利, 突破

focus on集中, 关注于

follow-thru顺势, 后续

grow a brand品牌成长

make a deadline赶上/满足时限

marketing research市场调研

move past走过了, 完成了

penetrate a market渗入/进入市场

positive response积极回应, 反映良好

put effort into sth致力于某事

quality product高品质产品

sales pitch销售广告

so far迄今为止

steady profit稳定的利润

strong brand强势品牌

work out解决, 制定

实景对话1

A : How is the project going?

B : We've already moved past the research and design stage. Preliminary marketing surveys show a positive response to the new product lines by consumers. Right now we're focusing on increasing our distribution by identifying potential new vendors.

A : Where are we going with this project?What are we trying to accomplish?

B : The purpose of our work on this is to grow our brand. What we're trying to do is to develop and market quality products in a way that can build customer loyalty and thus a strong brand. A strong brand means steady profit.

A : Sounds like a strong business plan.

B : Well, so far we're exceeding expectations. If we want to accomplish our goals, we will need to follow-thru with a strong marketing strategy. The first phase of our project includes product development.But if we can't get a successful marketing strategy off the ground, it doesn't help no matter how good the products are.

A : So how's the marketing plan going?

B : I have a few details to work out, but we've reached our first milestone of penetrating 500 new markets.

A : 项目进展得怎么样？

B : 我已经完成了调研和设计阶段。初期的市场调查表明消费者对新产品反映良好。目前我们正集中精力通过发掘潜在的新商户来扩大分销。

A : 这个项目的发展方向是什么？我们要实现什么目标？

B：我们的目标是促进品牌成长。我们正在努力开发和促销高质量的产品，这样才能建立客户忠诚度和强势品牌。过硬的品牌意味着稳定的利润。

A：听上去是一个强大的商业计划。

B：到目前为止已经超出我们的预期。如果我们想实现目标，后续就得有强有力的营销战略。项目的第一个阶段包含产品开发。但是如果不能执行成功的营销战略，那产品再好也没用。

A：营销计划进展如何了？

B：还有些细节需要落实，但是我们已经实现了渗透到500个新市场的第一个里程碑。

实景对话2

A：Jordan, the list you gave me is incomplete. Can you please check your data and get back to me with complete information?

B：Oh, yeah.....sorry about that. I'll check on it right away.

A：Can you please do some research on possible vendors for our new product line?I need you to find at least 25 potentials, and get their information to me by Monday.

B：Okay, I think I can get it to you by then.

A：It's important that you do, our project has a final deadline at the end of the month. We need to spend more time on developing our market, or else we won't make our deadlines.

B：What is our objective?To have 10 more distributors by the end of the month?

A：Yes, that's right. We can fulfill our goals by following

through with all of the potential vendors. First we have to find them, which will require some research. After we identify them, in the following phase, we will need to put effort into our sales pitch.

B : Yes, boss. No problem.

A : Easy to say. But I need you to get moving on this. Time is of the essence.

Can you please complete the tasks I assigned you before next week?

A : Jordan , 你给我的清单内容不全。能否请你检查一下数据 , 发给我份完整的 ?

B : 哦 , 好.....不好意思。我马上检查。

A : 你能否就新产品的潜在商户做些调研 ? 我需要你至少找出25个潜在客户 , 在周一之前把他们的信息发给我。

B : 我想我那个时候可以给你。

A : 你做的事很重要 , 因为我们这个项目的截止时间是本月底。我们需要花更多的时间来开发市场 , 否则我们就赶不上最后期限了。

B : 我们的目标是什么 ? 到月底前再找10个分销商吗 ?

A : 对的。我们只有开发出所有潜在商户才能实现目标。我们必须找到他们 , 这需要很多的调研工作。找到后我们需要努力宣传推销。

B : 是的 , 头儿 , 没问题的。

A : 说起来容易 , 我要你立即投入这个工作。时间至关重要。你能不能在下周前完成所有我指定的工作 ?

协调冲突 **Conflict Management**

性格和认知的差异导致冲突（conflicts will arise）的产生，在同事和合作伙伴之间也不例外。冲突总体上（as a whole）会对生意和业务造成直接伤害。适时且文明地（timely and civilized manner）解决冲突，并避免类似问题再发生是管理者的职责。

冲突定位

在接触冲突双方之前，首先问自己几个试探性问题（probing questions）：关于什么的冲突？根本起因（root cause）是什么？确保在私下场所（in private）解决下属的冲突，因为在工作场所会影响许多人；此外，矛盾双方也会感觉更放松。调解冲突不是判明谁胜谁输（a winner and loser），而是促成谅解，既往不咎。

☉What seems to be the problem?

什么样的问题？

☉Can you meet me in my office to discuss the matter all together?

你们能到我办公室里来一起讨论这个问题吗？

☉What is the conflict about?

你们争什么？

☉What is the root cause of the conflict?

矛盾的根本起因是什么？

认真倾听

作为协调人，应当听取双方的诉说（hear all sides of the story）。即便孰是孰非你已经心知肚明，也要仔细倾听，搞清原委，

保持中立（neutral）。

◎It seems you disagree because..... , am I right?

好像你不赞同是出自.....的原因，对吗？

◎Let me hear it in your own words.What happened?

让我听听你怎么说，怎么回事？

◎Can you tell me why you acted in that way?

你能否告诉我为什么那么行事？

◎Is that what you feel happened?Tell me what your perspective is.

你觉得是不是这么回事？告诉我你的观点。

◎Be fair ! Let's hear him out.

公平些！让他把话说完。

◎Let's approach this calmly.Everyone's going to have a chance to have their say.Now, Fred, you go first.Tell me in your own words what your side of the story is.No interrupting, Jim, you'll have your chance in a minute.

让我们心平气和地来面对这个问题。每个人都有机会发表自己的意见。Fred，现在你先说，站在你的角度上告诉我事情的原委。别插话，Jim，你马上有机会说话。

解冤

首先不要草率做决定（hasty decisions），要争取的是冲突双方互赢（win-win solution），而不是一方依旧怀恨在心。明确双方的观点，透过双方的情绪和诉说，深度挖掘（dig through）背后的冲突

实质，寻找可能的选择和达成谅解的基础。有时候将双方都倾向的选择汇集起来效果更好。关注当下，将过去没有联系的冲突剔除出去。

A : We lost three major clients because Bozo here made so many mistakes in data keeping. Then I got blamed for losing clients, but it wasn't my fault.

B : So what I'm hearing here is that you feel like it you were unfairly blamed for someone else's mistakes, is that right? And you believe the loss of clients is because of mistakes that Jeff made in data keeping, right?

A : 我们损失了三个大客户，就是因为这个笨蛋在保存数据时犯了许多错。而我却因为损失客户被指责。这不是我的错！

B : 我听到的是，你觉得因为别人的过错而受到了不公正的指责，对吗？你认为造成客户损失是因为Jeff保存数据时的错误，对吗？

A : I don't agree with the way that Marcie handled that project. She was negligent, unprofessional, lazy, and just plain obnoxious. I refuse to work with her anymore !

B : Let's calm down here. We want to work on resolving the issue. I can see that something happened while you were working together on the project that made you very upset. I sense you and Marcie have had some personality conflicts. Perhaps there were some things in the way she handled her responsibilities that you would have done differently. Am I right?

A : 我不认同Marcie操作项目的方式。她粗心、不专业、懒惰，简直让人讨厌。

我拒绝再和她一起工作。

B：让我们冷静下来。我们要一起解决问题。我了解你们在项目协作上遇到了问题，让你很不开心。我感觉你和Marcie之间有私人恩怨。或许你不赞同她处理业务的方式。我说得对吗？

解决方案

邀请冲突双方与你一道找出解决之道（arrive at a resolution）。一旦双方对谅解提议表示认可，就立即制订行动计划（action plan），调动各方力量实施计划。

☉Do we all agree that we need to compromise?

我们是否都同意我们需要达成谅解？

☉How can we resolve this issue?

我们怎么才能解决这个问题？

☉I know you two haven't seen eye to eye in the past, but let's work to make a compromise.

我了解你们俩过去有分歧，但是让我们一起努力来达成谅解。

☉Let's all calm down.We can work through this.

让我们都冷静下来。我们能够想法解决这个问题。

☉Let's be fair here, no name-calling, please.

让我们都公平些，别出口伤人。

☉We need to come up with a way to work through this.Any suggestions?

我们需要想办法解决这个问题，有什么建议吗？

☉Forget your pain.We need to move on to a solution.Let's

forgive and forget.

忘记伤痛，我们需要找到解决之道。让我们既往不咎。

☉Okay, so we've agreed to compromise by.....

好的，那我们通过.....达成谅解。

☉Our action plan is to.....

我们的行动方案是.....

耐心

彻底平息 (all will be well) 冲突，尤其是积怨已久的冲突总是费时 (takes time) 又费力。有时候要情理并用，苦口婆心。扭转某种认识就是这么不容易，但是成功的调解人会赢得更多的尊重。

☉Okay, now that we're finally all in agreement, I will get in touch with the right people to implement these changes as soon as possible.

好的，现在我们终于达成共识了。我会联系相关人员尽快落实这些变动。

☉Thanks everyone for working so hard to resolve this issue.

感谢各位为解决这个问题而付出的辛勤工作。

☉Let's get the results of our discussion today in writing and put it into action next week.

让我们把今天讨论的结果形成文字，并在下周执行。

总结

利用作为领导所具备的公信力和权威来化解公事中的纠纷，并非

简单意义上的“劝架”或“当和事佬”。调解冲突，不仅要动之以情，晓之以理，而且要透过纷争看到矛盾实质，中立地引导冲突双方走向谅解和利益的统一。只有让双方化干戈为玉帛，才能充分利用集体的凝聚力为企业服务。

Words 单词表

acceptable可接受的

allot分配，配给，分派

client客户，顾客

delegate代表

document文件，文档

error错误，失误

implement贯彻，实施

incompetent不胜任的，不称职的

negligent疏忽的，随便的，不拘谨的

obnoxious极讨厌的

offend得罪，冒犯

overall全面的，综合的，总体的

overreact反应过激，反应过火

redo重做，返工

unprofessional不专业的

Phrases 短语表

Bozo here这个笨蛋/傻瓜

cry over split milk覆水难收，争取当前

forgive and forget既往不咎，不念旧恶

get the job done完成某项工作

get blamed for sth因为某事受到指责

hard drive crash硬盘驱动器崩溃

hear sb out听某人把话说完

in (one's) own words用自己的话

mix sth up弄错，弄乱

move on前进

name-calling骂人，中伤

personality conflicts人格冲突

ppt presentation幻灯演示

recover data恢复数据

resolve an issue解决一个问题

root cause根本原因

take a chill pill平静一下，设法平静

take credit for sth因.....受到好评和扬

be unfairly blamed for sth由于某事受到不公指责

your/my side of the story 身边的故事

实景对话1

A : Thanks for coming today to discuss this matter. Now, what seems to be the problem? How can we resolve this issue?

B : We lost three major clients because Bozo here made so many mistakes in data keeping.

A : Let's be fair here, no name-calling, please.

C : No kidding. Looks like someone needs to take a chill pill.

A : Jeff, you too. Now, do we all agree that we need to compromise? Let's all calm down. We can work through this. Jeff, let me hear it in your own words. What happened?

C : Well, it's true that we lost three clients. But it's not true that it is all my fault. Yeah, I did make some mistakes with the data.....

B : Some mistakes? !

A : Be fair ! Let's hear him out.

C : Yeah, I lost the project proposal document for one client, and I mixed up the PPT presentations on two others. But the reason is because my hard drive crashed. I was up until 2am last night working overtime trying to redo all the data. If I had had some help from my workmate here last night, maybe I wouldn't have made so many errors.

A : So you're feeling that if Martin had helped you recover the data last night , you might not have made the mistakes you did.

C : That's right.

A : Well, it seems to me that we can't change what already happened. So I think we need to forget the pain, and move on to a solution. Let's forgive and forget.

A : 感谢参与这件事情的讨论。现在，问题是什么？我们该怎么解决？

B : 因为这个笨蛋在保存数据时犯了许多错，我们损失了三个大客户。

A : 让我们公平些，不要恶语中伤。

C : 对了。看上去好像有人需要镇静一下。

A : Jeff，你也一样。现在我们都同意应该互让谅解吧？让我们都冷静下来。我们可以解决这个问题。Jeff，让我听听你怎么说。怎么回事？

C : 损失三名客户是真的，但不全是我的错。是的，我是犯了一点儿错.....

B : 一点儿错？！

A : 公平些，让他把话说完。

C : 是这样，我丢了一家客户的项目建议方案，还搞混了给另外两家客户的幻灯演示。但那是因为我的硬盘驱动器崩溃了。为了重新做所有的数据，我工作到夜里两点。如果这位同事昨晚给我些帮助，也许我就不会犯这么多错。

A : 所以你觉得如果昨晚Martin能够帮助你修复数据，你就不会犯这样的错？

C : 没错。

A : 事已至此，我们应当冰释前嫌，努力找到解决之道。让我们

既往不咎。

实景对话2

A : What is the conflict about?Let's approach this calmly. Everyone's going to have a chance to have their say. Now, Fred, you go first.

B : I don't agree with the way that Marcie handled that project. She was negligent, unprofessional, lazy, and just plain obnoxious. I refuse to work with her anymore !

A : Let's calm down here. We want to work on resolving the issue.I can see that something happened while you were working together on the project that made you very upset. Perhaps there were some things in the way she handled her responsibilities that you would have done differently.Am I right?

B : Yeah, that's right.

A : Marcie, is that what you feel happened?Tell me what your perspective is.

C : I think Fred is really overreacting.I might have offended him in someway , I'm not sure. Yeah, we have different ways of doing things, but I got the job done, didn't I?

A : So Marcie, you're totally unclear on why Fred might be so upset?

C : Well, I'm pretty sure it's because he didn't like the fact that I delegated some of the work to another team.....

B : Yeah. You take all the credit without doing any of the work.

A : Okay, our action plan is to redistribute some of the tasks

involved in your project and make sure that the work is evenly allotted. Does that sound like a good solution?

B : I suppose so.....

C : Okay.

A : 你们争什么？让我们心平气和地面对问题。每个人都有机会发表意见。

Fred , 你先说。

B : 我不认同Marcie做项目的方式。她粗心、不专业、懒惰，让人讨厌。我拒绝和她共事。

A : 冷静点吧。我们得一起解决问题。我明白你们在项目协作上中发生了让你很不开心的事。或许你不赞同她处理业务的方式。我说得对吗？

B : 是这样的。

A : Marcie , 你感觉是这么回事吗？告诉我你的想法。

C : 我认为Fred反应过激了。我也许在什么地方冒犯了他，我不肯定。当然，我们做事的方式各有千秋，但是我把工作搞定了，不是吗？

A : 所以Marcie , 你还不完全清楚Fred到底为什么这么生气？

C : 我肯定他是不满意我把一些工作委托给了别的组.....

B : 是的。你什么也没干却赢得了所有的功劳。

A : 那好，现在我们要重新分配任务，确保均匀分派工作。这样行吗？

B : 我想可以.....

C : 好的。

鉴定员工表现 Employee Performance Reviews

工作鉴定就是衡量员工在工作中的表现，常常决定着升迁（promotion）、奖励或者能否继续聘用。这些鉴定有时候让我们寝食难安，但是稍做准备就能满怀信心地面对了（face them with confidence）。

了解鉴定的过程

有时候，恐惧是由于不了解情况造成的（fear of the unknown）。你需要了解为什么雇主们要通过表现鉴定来衡量（evaluate）员工。评定的目的在于加强（reinforce）了解和沟通，推广好的表现，改善不良表现，并且培养协作和团队精神（foster a spirit of cooperation and teamwork）。

☉Tell me a little bit about what you've accomplished this year.

告诉我一些有关你今年业绩完成的情况。

☉What kind of sales record does your department have?

你们部门的销售业绩如何？

☉I hope that after the performance review, you will be a bit more clear on areas for improvement.

我希望在鉴定后，你会更清楚哪些领域还需改善。

☉What we expect for your department is an turnover of at least 20%

increased profits.

我们希望你们部门在原有的基础上实现至少20%的盈利。

◎We are really happy for what you've done with our marketing profile.

我们对与你在市场计划所做的一切非常满意。

◎We've seen a lot of success as a result of your hard work.

我们见证了由于你的勤奋工作而带来的巨大成功。

◎What your goal for next quarter should be to increase our client base.

下一季度你们的目标是增加我们的客户基础。

◎Mathew is friendly and easygoing—he's a real team player.

Mathew待人友好并且平易近人。他是个非常有团队精神的人。

◎Jerome was censored for dropping clients, and since then has improved a little.

Jerome因为损失客户而被点名，但此后有所改善。

如何准备即将来临的评审

将你取得的成绩以文字的形式体现出来（document your achievements），并且把你要在评审中讨论的事宜列出清单。你需要花些时间来明确（figure out）自上次的评定后你都实现了哪些业绩，最重要的是以书面材料作为旁证。还要列出你的雇主在哪些方面受益（benefited）、公司的盈利增长体现在哪里、客户名单增加了（grow the client roster）多少等等。

◎In the last three months, I have improved efficiency in our department, resulting in a direct saving to our company of over a

million dollars..在过去三个月里，我提高了部门的效率，为公司直接节省100万元。

⊙After joining the marketing department last year, I have consistently contributed new and innovative ideas.

自从去年进入市场部后，我不断贡献出新的有创意的想法。

⊙My superior performance and management skills can be seen in the increased production of our entire department.

我杰出的表现和管理技巧体现在我们部门所增加的产值上。

⊙If you look at our numbers from last year, you can see that we have been able to bring our profit up by about 25%.

如果你看一下去年的数据，你就会了解我们使效益增加了25%。

⊙My contributions to our company have resulted in an increased client base.

Last year we serviced 15%more accounts than the preceding year.

我对公司的贡献使得客户基础增加。去年我们服务的客户超过上一年度的15%。

⊙Most of the performance reviews came back pretty positive.

大多数业绩鉴定都是赞誉有加。

如果得到负面鉴定该怎么做？

如果对你的评定果真有失公允，那就和评审你的负责人约一个时间面谈，通过确凿的事实和例子来反驳（counteract）。如果鉴定中有些观点正确，就应当勇于承认（acknowledge），在下次的评定中

争取好结果。

⊙I feel you were very accurate in assessing some of our areas for improvement , but you may have overlooked some of the contributions I have made to the company. I would like you to take a look at the revenue increase that is a direct result of our project. Here is a financial report for the last quarter.

在我们有待改进的方面，我认为你的评估非常准确，但是你可能忽略了一些我为公司所做的贡献。我希望你能看看我们的项目带来的直接收益的增长。这是上个季度的财务报告。

⊙With all due respect, I think your criticism was unfair. I don't think you have considered all the details of the project. Maybe you are unaware of the potential for this project to payoff in the long run.

恕我直言，我觉得你的批评有失公允。我认为你没有对项目的细节全面考虑。也许你没有意识到这个项目潜在的长期效益。

总结

如果我们认为大学毕业后就不必再为及不及格担忧，那未免高兴得太早了。工作中的鉴定同样可以决定我们是“升级”还是“留级”。工作表现鉴定是一种总结优点和缺点，促进进步的方式，要以平常心来对待。把自己的贡献和业绩以文字形式逐条列好。对于欠缺公允的评价，有必要解释说明，还自己一个清白。

Words 单词表

accurate 精确的

assess 估计，评估

contribution 贡献

Criticism批评，批判主义

easygoing随和的，易相处的

efficiency效率，效益

equate等同于，使相等

improve提高

majority多数，大半

marketing profile市场/营销计划

overlook忽视，忽略，放任

turn over营业额

positive正面的，积极的

productivity生产率

recommend推荐，建议

sales record销售业绩，销售记录

team player有团队精神的人

Phrases 短语表

account for sth解释/说明某事

area for improvement (需) 进步的领域

be pleased with (sb/sth) 对(某人/某事)感到满意

come back回来，复原

direct savings直接节省

drop clients损失客户

have a shining review评价积极

have sth to do with it和.....有关

if I may say so如果我可以这么说

not too far off相差无几

poor attitude态度差/恶劣

be a keeper一定要留下来

be a strike against (sb/sth) 打击 (某人/某事)

be clear on sth搞清楚某事

be up有进步

with all due respect恕我直言

实景对话1

A : You wanted to discuss the performance review I gave you?

B : Yes. I feel you were very accurate in assessing some of our areas for improvement, but you may have overlooked some of the contributions I have made to the company. I would like you to take a look at the revenue increase that is a direct result of our project. Here is a financial report for the last quarter.

A : If I remember correctly, in your performance review, I cited you for wasting money and exceeding your annual funding. How is

looking at the financial report going to change my mind?

B : With all due respect, I think your criticism was unfair. I don't agree with you equating going over on my budget with wasting money. I don't think you considered all the details of the project.

A : What we expect from your department is a turn over of at least 20%

increased profits. I didn't see that in your financial report.

B : If you look at our numbers from last year, you can see that we have been able to bring our profit up by about 15% , which isn't too far off. Perhaps this year our numbers are down. But if I may say so, there are many ways to evaluate productivity. For example, last year we serviced 30% more accounts than the preceding year. And even though I went over budget on one project, I have consistently contributed new and innovative ideas.

A : I see.....

B : I think it's unfair to give me such a negative review based on one aspect of our work.

A : 你想和我讨论有关你的表现评定？

B : 是的，在我们有待改进的地方，我认为你的评估非常准确，但是你可能忽略了我为公司做的某些贡献。我希望你能看一下我们的项目带来的收益增长。这是上个季度的财务报告。

A : 如果我没有记错的话，我在你的评定里提的是你浪费财力并且超出了年度预算吧。看财务报告就能改变我的想法吗？

B : 恕我直言，我觉得你的批评有失公允。我认为不该将超过预

算等同于浪费财力。我想你没有考虑到所有细节。

A : 我们希望你们部门在原有的基础上实现至少20%的盈利增长。不过这点从财务报告中可看不出来。

B : 从去年的数字来看，我们已经实现了增长15%的盈利，这和你说的目标相差无几。也许今年我们的数字有点低，但我可以这样说，生产率的评估有很多方式，例如：去年我们的客户比前年增加了30%。即便是在项目预算上我超出了一些，但我一直都贡献出新的有创意的想法。

A : 我明白.....

B : 我觉得基于工作的某个方面就给我那样的消极评价，有失公平。

实景对话2

A : So how did the employee performance reviews go this week?Any surprises?

B : Most of the performance reviews came back pretty positive. I hope that after the performance review our department will be a bit more clear on areas for improvement.

A : What kind of sales record does your department have?It's up this year , isn't it?Might that account for the positive reviews?

B : Yeah, it probably has something to do with it. I was pleased with the majority of our team.

A : What did the reports say?

B : Mathew is friendly and easygoing—he's a real team player. So his review was a shining one, of course. Poor attitude is a strike against you in the performance review.Jerome was censored for

dropping clients last time we had reviews. Since then he has improved a little, which helped his review this time.

A : What about Laura. Do you recommend her for a promotion?

B : Well, if anyone in our department deserves a promotion, it's Laura.

We've seen a lot of success as a result of her hard work. We're really happy with what she's done with our marketing profile. In the last three months, she has improved efficiency in our department, resulting in a direct savings to our company of over a million dollars.

A : Wow. Looks like Laura's a keeper !

A : 这个星期的员工表现评定结果如何？有没有什么惊喜？

B : 大多数评定都是赞誉有加，我希望在评定之后，我们部门能更清楚哪些领域有待提升。

A : 你们部门的销售业绩怎么样？今年又有进步，对吗？获得积极评价了吗？

B : 是的，可能和这个有关系。我对我们部门大多数人的表现是比较满意的。

A : 报告上怎么说？

B : Mathew待人友好，平易近人。他富有团队精神，所以对他的评价就非常积极。态度生硬在评审中是一块硬伤。Jerome因为对客户态度恶劣，曾在上次的评定中被点名，此后他有所改善，在这次评定中起到了作用。

A : Laura怎么样？你有没有提议给她升职？

B：如果说我们部门中有谁应当晋升，那肯定是Laura。我们亲见了她勤奋工作所取得的成绩。她在市场计划方面的工作让我们非常满意。在最近三个月里，她提高了部门的效率，直接为公司节省了一百万美元。

A：哇，那她一定是公司要留住的人才了。

写使命宣言 Writing a Mission Statement

写一份公司的使命宣言能够帮助你和你的员工在共同目标（common goal）的感召下，更有激情地工作，同时有一个业绩衡量（gauge performance）的基准（benchmark）。使命宣言也可以让外界和公众通过只言片语就对公司有一个整体印象。尽管写使命宣言得费不少脑筋，但是拥有它真的非常必要。

人员

在起草（drafting）公司使命宣言时，应当走进不同的群体去了解，收集领导层、员工和消费者的意见，并组织一个小组集中讨论收集到的各种想法，听取各方观点。

◎Would you mind filling out a survey for our mission statement?

你是否介意填写一份有关我们宣言的调查？

◎What's your opinion of.....

你对.....有什么样的想法？

◎What do you think about our products?

你怎么看待我们的产品？

◎When you think of our company, what comes to your mind?

提到我们公司的时候，你脑中会出现什么想法？

⊙Our mission statement committee is going through the ideas we've collected.

我们的宣言委员会将总结我们收集到的想法。

公司

仔细考虑公司在行业内扮演什么样的角色（role it plays），并了解企业的历史，做到准确定位。准确描述（pinpoint）企业的业务能力（business competencies）。企业最擅长什么？靠什么击败竞争对手？

⊙The purpose of company is.....

公司的目标是.....

⊙Our mission statement is.....

我们的使命宣言是.....

⊙We strive to.....

我们致力于.....

⊙Our vision is.....

我们的愿景.....

⊙Our values include.....

我们的价值观包含.....

⊙We are a success driven organization.

我们是以成功为导向的组织。

◎Our role in the community is to.....我们在社会中扮演的角色是.....

◎What do we do best?

我们最擅长什么？

◎What do we have to go over the competition?是什么让我们在竞争中脱颖而出？

◎How would you describe our company environment?你会如何形容我们公司的环境呢？

产品和服务

评价你们的服务和产品。使用问卷表（questionnaires），调查（poll）你们的消费者、供应商、合作伙伴以及其他的相关团体，询问他们通过你们的产品和服务得到哪些受益。在产品和服务的未来发展方向上集思广益。

◎What do you think the strength of our products are?我们的产品优势都体现在哪些地方？

◎We are the leaders in.....我们在.....方面领先。

◎The polls came back with some surprising results.调查得到了一些出人意料的结果。

◎We seek to provide a high quality working environment.我们努力提供高质量的工作环境。

◎We will continue our efforts to.....我们将一如既往地.....而努力。

价值观（values）

你们致力于 (dedicate to) 发展的是什么？质量？消费者？还是成功？如果目的是为企业创造更多的机会，宣言就要有激励作用 (Be motivational)；如果是为了让员工和管理层有更多的认同，就应当突出共同的目标 (common target)。

☉We are dedicated to.....我们致力于.....

☉We can achieve.....我们可以实现.....

☉What we're trying to do is.....我们正在努力.....

☉Our objectives are.....

我们的目标是.....

能见度 (Visibility)

一旦宣言起草完毕，就应当放在醒目的地方 (high visibility)，例如大厅的墙上。总之，在人们每天都能看到并联想到自身的地点。

A: What do you think of this mission statement?

B: At first, I just thought it was a bunch of words, but now, after seeing it everyday posted at our desks, I am starting to see how it makes a difference for our company.

A: 你觉得这个使命宣言怎么样？

B: 起初我还觉得那只不过是一堆词组而已，但是现在，每天看到这些贴在桌子上的话，我开始思考它对我们公司到底有什么作用。

总结

有没有一段话能够让睡眠惺忪的员工为之一振？有没有几句话让客户对公司充满信任？这就是公司宣言！宣言的起草不是一个闭门造车的过程，而应该深入各种群体，了解多方意见；要结合企业的价值

取向，反映产品的特色；要表达公司所有员工的心愿和目标。满足上述理由的使命宣言就一定是一个响亮的宣言。

Words 单词表

achieve达到，完成，实现

craftsmanship手工，工艺

creativity创造性，创造力

especially特别，尤其

idealistic理想的，空想的

innovation创新，革新

monotony单调的，乏味的，无聊的

motivate促进，激发

neighbor邻居

peon苦工，劳工，散工

posted张贴的

responsive反应敏捷的

role角色，作用，任务

technology技术，科技，工艺

vision视觉，方向

motivational激发性的

Phrases 短语表

core value核心价值

cutting edge尖端的，先进的

day-to-day每天的，日常的

do our jobs做我们该做的，分内的

focus on聚焦，集中于

get serious来真的，说正经的

higher purpose更高的目标

a bunch of words一堆词组

make a difference起作用，有影响

make the world a better place让世界更美好

out of date过时的，陈旧的

put together综合，整理

quality of life生活质量

word something修辞，修饰

along those lines在那方面

seems a little.....to me对我来说有些.....

tomorrow's technology明天的/未来的技术

实景对话1

A : Our mission statement is out of date. It's time to put

something new together. The management team has asked us to come up with a few ideas of what could be included in the new mission statement.

B : Really?Management actually wants our ideas for a change?I thought we were just peons.

A : Now, now.....One of the values of our company is that every employee counts. That's something we believe in.In fact, I think that should be one of the core values in the mission statement.We are dedicated to providing quality service to our customers, and maintaining a company environment where every employee counts.

C : How about something like, we are dedicated to working hard so our customers don't have to. Our objectives are to provide a needed service while running a successful business.

A : Those are good ideas. What about our vision?

B : Our vision is to make money.

C : We can't say it like that. Even if it's true, that's not motivational.....

B : Money motivates me.....

A : Okay, let's get serious, guys. We can put those ideas in there, but we have to come up with the right way to word it. How about, we are a successdriven organization.We seek to provide a high quality working environment.We will continue our efforts to be responsive to the needs of our clients.

C : That's good. But I think we need to include more.Like, what do we have going over the competition?What do you think the

strength of our products are?

A : Good thinking.....We need something right along those lines.

A : 我们的使命宣言过时了，应该推陈出新了。管理层让我们提新的想法。

B : 真的吗？管理层真的要听我们的想法而有所改变吗？我还以为我们只是些苦力呢！

A : 听好了.....我们公司的价值观之一就是每一个人同等重要。这是我们所信奉的。事实上我相信那应该是我们宣言中的核心价值之一。我们致力于向客户提供高品质的服务，并营造每个员工同等重要的公司氛围。

C : 看看这个听上去怎么样：“我们辛勤劳作是为了免去客户的劳作之苦。我们的目标就是成功经营生意的同时提供您需要的服务。”

A : 很棒。那我们的目标是什么？

B : 我们的目标就是赚钱。

C : 我们不能那样说。就算是真的，那也太直白了.....

B : 钱激励着我.....

A : 好了，大伙都认真点儿。我们可以把这些想法放进去，但是我们必须通过合适的说法表达出来。这个怎么样：“我们是以成功为导向的公司，我们致力于提供优质高效的工作环境，我们将继续为满足客户的需求而努力。”

C : 挺好的，但我觉得应当再加些内容。例如我们如何在竞争中脱颖而出？我们的产品优势在哪里？

A : 好主意.....我们需要那样的语句。

实景对话2

A : What do you think of this mission statement?
(reading) “We are leaders in development of new technology. We have achieved a cutting edge advantage, and we can achieve tomorrow's technologies today. Our values include innovation, creativity, craftsmanship, and technical skill.”

B : At first, I just thought it was a bunch of words, but now, after seeing it every day posted on our desks, I am starting to see how it makes a difference for our company. I especially like the part that goes , “The purpose of our company is to make the world a better place through technology. Our role in the community is to improve the quality of life of our neighbors.”

A : That seems a little idealistic to me.

B : Yeah, you're right. It is idealistic. But it helps us have a vision and understand that the day-to-day monotony of the work we do is actually for a higher purpose. It helps to motivate us to do our jobs better.

A : You really think so?

B : Yeah, I do.

A : 你觉得这个使命宣言怎么样？（读）“我们是新技术研发的先锋。我们取得了显著的优势，明日的科技我们今日获取。我们的价值观包含创新、创造、工艺和技巧。”

B : 起初我还觉得那只不过是一堆词组而已，但是现在，每天看到这些贴在桌子上的话后，我开始思考它对我们公司到底有什么作用。我特别喜欢这几句：“我们公司的目标就是通过科技让世界更加美好，我们在社会中的作用就是提高我们身边每一个人的生活质量！”

A：我觉得有些太理想主义了。

B：是啊，你说得对。是有些理想主义，但它让我们拥有了一个共同的目标，并让我们明白我们每天在做的单调工作事实上是为了一个更高远的目标。它激励我们把工作做得更好。

A：你真的这么想吗？

B：是的，我是这么想的。

十项全能之四 国际贸易 International Trade

贸易展 Trade Shows

贸易展给商家提供了面对面洽谈、综合对比产品特色的机会。该如何利用贸易展的优势 (advantage), 充分获取 (to get the most out of) 展位 (booth) 的投资回报呢? 可以考虑如下措施:

贸易展的选择

选择贸易展的原则是“参加最可能 (likely) 销售你的产品和服务的展览”。如果这个尺寸不好把握, 可以请教销售人员, 他们非常熟悉 (be intimately familiar with) 市场并且知道哪些贸易展是采购者的最爱。另外, 还可以多留意竞争对手 (direct competition) 的选择。

◎The trade show in Las Vegas opens next weekend.

下周末拉斯维加斯的贸易展开幕。

◎We have to have a presence there—this expo is the largest in our industry.

我们得在那里闪亮登场, 这次展示可是我们行业内最大的展览。

◎Who in the company is going to attend and man the booth?

公司都有谁去参加并负责摊位接待啊?

◎This show is one we can't miss.

这个展览不容错过。

◎The largest show in our industry is.....

我们行业内的最大展览是.....

◎In the past few years, we haven't generated very many fruitful leads from that event.

在过去的几年里，我们从那个展览上没有得到很多有成效的线索。

◎The leads we will get from this trade show account for about 30%of our annual sales volume.

从贸易展上获得的线索所带来的收益将占我们年销售额的30%。

预算 (build a budget)

在参加任何一个展览会前都要做充分的预算。很多公司在展览会后才发现 (find out later) 花了比他们预想更多的钱。预算不仅包含展位空间和硬件设施的直接花费 (direct cost) , 还包含主持摊位的员工食宿、传单印刷、交通、样品运送等费用。

◎What's the cost estimate for our trade show participation?

我们参加贸易展的预计费用是多少？

◎Does the cost of our booth space include electric outlets, or is that an additional expense?

我们展位空间费中包含电源插座吗？还是得另花钱？

◎It will cost us about\$500 in printing costs for the handouts of our company literature.

印刷公司的宣传单需要花费500美元。

设定目标 (set goals)

成交额、发展多少新客户、着重推广哪些产品、洽谈多少访客等等，都是参展前应量化 (quantify) 的目标。参展人员在此目标指导下共同努力，在参展后对此目标进行评定，就会知道 (have an idea) 参加展会是否有价值 (worth it)。

⊙What we expect to get out of this is.....

我们希望通过这个展会得到.....

⊙We'd like to see at least 2000 visitors to our booth per day of the show.

我们将看到每天至少2000位客商会来我们展位。

及早获取展位 (get your space early)

尽可能提前 (as early as possible) 申请展位。大部分展览会都是按照“先到先得”的原则 (first-come, first-served basis) 分配展位。如果你想拥有一个得天独厚的位置，就应当尽早申请。有些展会承办方会对提前申请的公司给予打折优惠。一旦确定了你的展位位置，那你就得设法让它引人注目了 (increase your visibility)。

A : Did you submit our application for booth space yet?

B : Oh, that's right.....I'd better get that in the mail right away. We want to make the early-bird registration discount deadline.

A : 你提交展位的申请函了吗？

B : 哦，是啊.....我最好快点发出去。我们想在打折优惠期截止前申请。

⊙Everything with our booth is under control, but we need to make more flyers for handouts to passers-by.

有关展位的事情都办好了，但是我们还需要更多的宣传彩页发给路人。

把握机会 (**cherish the opportunity**)

每天从你展位前经过的客商少则数百，多则上千。如何走上前去，把他们迎进自己的展位？将公司最有特色的产品放在最耀眼的位置上。传单不必见人就发。要留意那些驻足观望、眼神中流露兴趣的客商。在送上一份目录时，不忘问一句：“可否赐上一张您的名片？”请一些老客户来参加展览会，以此显示公司的信心和成就，并且可以联络感情，了解合作状况。

⊙We invite you to come by our booth and check out what we've been up to this year.

请您来我们的展位坐坐，看看我们今年新推出的内容。

⊙Be sure and stop by our VIP suite and enjoy free cocktails and refreshments.

一定别忘了来我们的贵宾厅享受免费的鸡尾酒和甜点。

⊙We want to keep our eyes peeled for new trends in the industry, and also be on the look out for what our competition is up to.

我们要密切关注行业新动向，尤其要留意竞争对手的行动。

⊙We need to make sure and get as many business cards as we can.

我们需要尽可能多地拿些名片。

跟进 (**follow up**)

跟进在展销会上取得的销售线索 (sales leads)。对于客商留下

(dropped by) 的名片要集中收集 (collect business cards) 并分门别类地整理, 对于具体的对话内容应当做记录 (made notes)。在展销会结束后的一周或两周内, 主动根据收集到的信息和客户联络。对于一些特别有希望成为客户的人员, 要特别留意, 如果可能, 应通过邮件和电话的形式约一次面谈。

◎We met at the Auto Industry Expo in Beijing last week.

我们上周在北京汽车工业展上见过面。

◎We'd like to arrange a meeting to discuss further the things we talked about at the show.

我们想安排一个会议深入讨论我们在展览上聊过的内容。

◎Thanks for stopping by our booth last week, I enjoyed our conversation.

感谢您上周光临我们展位。对于我们的谈话我感到非常开心。

总结

各种展销会名目繁多, 广交会有56000个展位, 日成交量8亿美元。如何在这么多的机遇面前分得一杯羹? 首先要积极筹备, 珍视任何一个机会, 送目录、赠礼物和样品, 积极跟进可能的线索, 将客商发展为客户, 将“一面之缘”发展为永恒的利益共同体。

Words 单词表

application 申请

attend 参加, 参与

basis 基础

deadline 截止日期, 最后时限

discount折扣

expense开销，费用

expo博览会，展览会

flyers传单

handout印刷品，传单

lead信息，线索

reevaluate重新评估

submit提交，递交

training训练，培训

fruitful卓有成效的，多产的

Phrases 短语表

account for解释，说明

be on the lookout密切注意的

be up to sth忙于某事，从事

booth space展位空间

early bird早到的人

electrical outlet电源插座

first-come, first-served先来先得

generate leads产生线索/信息

have a presence出席、出面

have on hand手上有，手头上有

keep one's eyes peeled谨慎关注，留意

man a booth操作/配备展位

meet and greet迎接和欢迎

narrow sth down缩小某物范围

passer-by路过的，路人

sales volume销售量，营业额

show opens展览开幕

be under control得到控制

实景对话1

A : The trade show in Las Vegas opens next weekend. Are we ready to go?

B : Everything with our booth is under control, but we need to make more flyers for handouts to passers-by. We have to have a presence there—this expo is the largest in our industry.

A : Who in the company is going to attend and man the booth?

B : We haven't narrowed it down yet, but we want at least 5 or 6 people on hand.

A : I suggest you make a decision soon. You ought to give them some pre-show training before they go. You know we're only as good as the people we send.

B : Yes, that's true.We need to make sure and get as many business cards as we can. We'd like to see at least 2000 visitors to our booth per day of the show.The team we send to staff the booth had better be ready to meet and greet !

A : Well, what we expect to get out of this is a great deal of new business.

The leads we will get from this trade show account for about 30%of our annual sales volume.

B : That's right. And we also want to keep our eyes peeled for new trends in the industry, and also be on the look out for what our competition is up to.

A : 下周末拉斯维加斯的展览就要开幕了。我们做好参展准备了吗？

B : 包括展位在内的所有事情都办妥了，但是我们还需要更多的宣传彩页发给路人。我们一定得在那里闪亮登场，那可是我们行业内最大的展览会。

A : 公司都有谁去参加并负责展位接待？

B : 我们还没确定具体人员，但是我们手头至少要有5到6个人。

A : 我建议你及早做决定。在我们出发之前，你应该给他们开展展前培训。你知道他们代表着我们公司的形象。

B : 没错。我们需要确保拿到尽可能多的名片。每天至少有2000位访客会从我展位旁经过。我们派去的人最好要主动问候和接待。

A : 我们希望这次展会能带来大量新的业务。我们从贸易展上获得的收益将占我们年销售额的30%。

B : 对。我们也希望密切关注行业新动向，尤其要留意竞争对手

的行动。

实景对话2

A : Did you submit our application for booth space yet?

B : Oh, that's right.....I'd better get that in the mail right away. We want to make the early-bird registration discount deadline.

A : How much is the discount for registering early?

B : It's\$100 off the booth space fee. But more importantly, the booths are assigned on a first-come, first-served basis. So we want to be sure and get our application in early for a favorable spot with better visibility.

A : \$100 off the cost isn't much when you consider the booth space is\$2000.

Does the cost of our booth space include electric outlets, or is that an additional expense?

B : I think each booth is afforded two electrical outlets as part of the package.

A : What's the cost estimate for our trade show participation?

B : Hmmm.....Registration is\$2000. It will cost us about\$500 in printing costs for the handouts of our company literature. The actual booth is\$1500.And for travel and accommodation, probably another\$1000 or so.

A : So at least\$5000?Seems pretty pricy. In the past few years, we haven't generated very many fruitful leads from that event. Maybe we should reevaluate whether or not to attend next year.

A：你提交展位申请了吗？

B：哦，是啊……我最好快点寄出去。我们想在打折截止期前申请。

A：提前登记能打几折呢？

B：展位费减少100美元。更重要的是，在摊位分配上按照先到先得的原则。

所以，为了稳拿一个有利且惹眼的位置，我们想早些申请。

A：如果展位费是2000美元，那100美元的折扣不算多。展位费里包含电源吗？还是得另花钱？

B：每个展位包含两个电源。

A：我们去参加展会，预估成本是多少呢？

B：嗯……注册要2000美元，印刷宣传需要500美元。展位布置要1500美元。

旅行和住宿，大概还要1000美元。

A：所以至少5000美元？好像价格不低啊。过去几年里我们从展会上得到的有价值的信息并不多。也许我们应当再衡量是否要参加明年的展会了。

贸易展后的追踪跟进 **Following up on Trade Show Leads**

当你在贸易展上展示了产品和服务（demonstrate your products and services）之后，回到公司，就该处理在会上获得的销售线索了，从而使你在贸易展上的投资得到充分的回报（get a return on your investment）。

整理联络信息

将销售线索和客户信息 (customer contact information) 统一输入到联络管理系统 (contact management system) 中。如果没有这样的系统, 你可以将上述信息输入到电子表格 (spreadsheet program) 中, 并按照线索提示的产品和服务分类。

◎We need to follow up with our trade show leads. 我们需要跟进展销会上的销售线索。

◎Which products or services was this person interested in? 这个人对哪些服务或产品有兴趣?

◎These are all the business cards we collected from the Auto show. Can you please enter the information into the system?

这些都是我从车展上收集到的名片, 你能把这些信息输入系统吗?

◎These are the contacts who are interested in our line of laptops. These are the contacts that indicated interest in our Mp4 players. Don't mix them up.

这些是对我们的笔记本电脑有兴趣的联系人。这些是对我们的Mp4感兴趣的联系人。别把他们搞混了。

◎This is a list of all the potential suppliers we met at the show last week. 这是上周展销会上我们遇到的可能成为供应商的所有名单。

有计划

针对不同的客户提出相应的营销计划 (marketing communications plan), 该计划应指出哪些客户需要直投广告 (direct mail), 哪些需要电话推销, 哪些需要面谈 (a face-to-face

meeting) , 然后引领你的销售团队执行这些计划。

◎Everyone on this list needs to be contacted by telephone within the next 48 hours. You can use the sales script.

名单上的每一个人要在48小时内联络到。你可以使用销售讲稿。

◎These contacts need to be sent direct mail circulars. Make sure to include our company literature and a handwritten note.

这些联络人需要直投广告，确保附上公司的简介和一份亲笔信。

◎See if you can set up sales calls with these contacts.

试试能不能通过电话向这些联络人推销。

执行计划 (Implement the plan)

在一定的时间期限 (predetermined period of time) 内执行你的计划，根据执行过程中遇到的具体问题对计划进行调整，比如当客户在电话中表现出对某个产品或服务的兴趣 (specific product or service interest) 时，就和他约时间面谈，获得当面展示产品和深入洽谈的机会。

◎I'm calling to follow up with you about the conversation we had last week at the Electronic Expo.

我打电话是想继续我们上周在电子产品出口展上的话题。

◎You mentioned you were interested in learning more about.....

你说过想更多了解.....

◎Can I answer any questions for you about.....

我能回答你有关.....的问题吗？

⊙I appreciated the chance to meet you last week at.....

我很感激上周有机会和您在.....会面。

⊙I wanted to follow up with you about what we talked about at the National Auto Show.

我想和你继续探讨我们在国内车展上谈论的话题。

⊙Hello, I'm Robert Burges from Eliot Electrics.You met my colleague Joan at the Electronic Expo last week. She asked me to call you to follow up with you about some of the questions you had about our products.

你好，我是Eliot电子公司的Robert Burges。您上周在电子出口展上和我的同事Joan碰过面。她让我打电话给您来继续探讨有关我们产品的话题。

⊙I was told you had indicated interest in our line of Mp4 players.Do you have any questions I could answer for you?

听说您对我们的Mp4播放器感兴趣。您有什么问题需要我解答吗？

A : What do the leads tell us from the trade show last month?

B : We've been able to generate 30 new sales from the follow up on our leads from that show.

A : 上月展销会的销售线索跟进得怎么样？

B : 跟进那些销售线索的过程中我们促成了30桩新交易。

总结

参加贸易展的费用不菲，如何充分利用贸易展上获得的信息？首

先，将客户的联络信息按照产品和服务门类进行统计。其次，趁热打铁，在客户兴趣冷却之前联络他们。再次，根据联络过程中客户的反应乘胜追击，争取面谈机会，早日敲定买卖。

Words 单词表

attend参加，出席

circular环形的，圆形的

colleague同事，同僚，同人

collect收集，采集

contact联系，联络

input输入，输入的信息

interest兴趣，关注

laptop手提电脑

list清单，列清单

outlet经销店

potential潜在的

supplier供应商，供货商

vary不同，变化

waste浪费

Phrases 短语表

affordable price可承受的价格

as fast as possible尽快地

business card名片

company literature公司宣传手册

deal with处理，应对

direct mail直接邮递

enter information into (computer) 输入某信息

follow up跟进，追踪

handwritten note手写便条，手写短信

indicate interest表示有兴趣

invest in sth投资某事

keep track of sth跟踪

make a deal做成买卖

mix sth up某物混在一起

see if you can (do sth) 看你能否 (做某事)

stack (of cards) 堆

take time (to do sth) 花时间 (做某事)

time and money时间和金钱

within the next.....hours在接下来的.....小时里

实景对话1

A : We need to follow up with our trade show leads. If we don't take the time to contact them, we've wasted all the time and money we invested in attending. These are all the business cards we collected from the show.Can you please enter the information into the system?

B : All of these cards?There must be over a thousand ! How can we keep track of them all?

A : That's why we have to get them into the computer as fast as possible.

Those cards there that I just gave you are leads with varying interest. We also have another couple stacks.These are the contacts who are interested in our line of laptops.These are the contacts that indicated interest in our Mp4 players.Don't mix them up.

B : You want me to enter this information into the computer, too?

A : Yes. And after you're done inputting the information, I want you to deal with this stack of cards. These contacts need to be sent direct mail circulars.Make sure to include our company literature and a handwritten note.

B : That's a lot of work for one person.....Do you think I could have some help?

A : See if you can get Jane to help you. Here.See if you can set up sales calls with these contacts. Everyone on this list needs to be contacted by telephone within the next 48 hours.You can use the sales script.

B : And when did you want this done by?

A : Finish before the end of this week. The longer we wait, the colder they get.

A : 我们需要跟进这些展销会上的销售线索。如果我们不抓紧时间联络他们，就很有可能浪费为参加展销会投入的时间和金钱.....这些都是在展销会上收集到的名片，你能把信息都输入系统中吗？

B : 所有这些名片吗？至少有1000张！我们怎么能追踪所有的呢？

A : 所以我们必须尽快把它们输入电脑里。我给你的那些名片都有各自的关注点。还有另外一摞呢。这些人对我们的手提电脑有兴趣，这些对我们的Mp4播放器有兴趣。别把他们搞混了。

B : 你想让我把这些信息都输进去吗？

A : 是的，在你输完这些信息后，我想让你处理这摞名片。这部分人需要直投广告，别忘了附上我们公司的简介和亲笔信。

B : 一个人干的话工作量太大了啊.....谁可以帮帮忙吗？

A : 看Jane能不能帮帮忙。这儿，你看能否给这些人打销售电话。一定要在48小时内联系到这些人。你可以用销售讲稿。

B : 那你想什么时间完成这些？

A : 周末之前。时间越长，他们就越冷淡。

实景对话2

A : Hello, I'm Robert Burges from Eliot Electrics. You met my colleague Joan at the Electronic Expo last week. She asked me to call you to follow up with you about some of the questions you had about our products.I was told you had indicated interest in our line of Mp4 players.Do you have any questions I could answer for you?

B : Oh, yeah. I remember stopping by that booth.Um.....I was just looking around at your Mp4 players because we are looking for new suppliers. We are looking for potential products to market in our electronic outlet.

A : Did you get a copy of our company literature and catalog while you were at our booth?

B : Yeah, I think so.....

A : Well, I would like to set up a time when we could meet and discuss further about working together in the future.

B : Well, okay. We're not totally sure about whether or not we're interested in making an order right now.....

A : We'd like to have an opportunity to have your business. As you are currently looking for suppliers, we can talk more about making a deal. I can guarantee we offer quality at affordable prices.If you have ten ortwenty minutes next week when I could come by your office and meet with you, we can look at the possibility of doing business together.

A : 你好，我是Eliot电子公司的Robert Burges。您上周在电子出口展上和我的同事Joan碰过面。她让我打电话给您继续探讨有关我们产品的话题。听她说，您对我们的Mp4播放器感兴趣。您有什么问题需要我来解答吗？

B : 哦，是的。我记得我路过那个摊位。嗯.....我留意到你们的播放器是因为我们在寻找新的供货商。我们正在寻找有潜力的产品，将来好放在我们的店里销售。

A : 您在我们摊位时有没有拿一份我们公司的简介和产品目录？

B : 是的，我想我拿了.....

A：好的，我想约个时间和您碰面，深入探讨关于未来合作的事宜。

B：好的。我们并不完全肯定我们会马上下订单.....

A：希望能有机会和你们做生意。既然您要寻找供货商，我们可以多谈谈具体合作意向。我保证我们的产品物美价廉。如果您下周有10~20分钟时间，我可以去您的办公室和您会面。

寻找货源 Finding a Source

进口货物 (importing goods) 面临的第一个问题就是寻找货源 (find a source)。交易会、网络、代理商以及同行等都能帮助你，只是风险的级别不同 (different levels of risk)。

生产要求 (production needs)

寻找一个已经在生产 (already in production) 的产品，要比寻找一款按设计定制 (custom-design) 的新型专利 (newly patented) 产品，或自创的产品 (self-created) 简单得多，也经济得多。

☉We need to work on finding new products. 我们需要致力于寻找新的产品。

☉What kinds of products are we looking to import? 我们打算进口的是什么样的产品？

☉Will we have to pay tariff on our imports? 我们必须对进口产品付关税吗？

☉We currently import most of our products from India, but we are looking for new suppliers.

我们目前进口的大部分产品来自印度，但是我们在寻找新的供货商。

◎Suppliers from China provide the bulk of our inventory.

中国供应商给我们提供了大量订货。

◎Manufactures in China are your best bet for low prices.中国生产厂家是低价的最好选择。

◎Can you make production to our specifications?What level of customization can you provide?

你们能否按照我们的规格来生产？你们能提供什么水平的定制？

◎We're looking for someone to produce our patented, custom designed devices.

我们正在找人生产专门定制的专利设备。

◎Do you have a catalog of items currently in production?你们有没有新的产品目录？

◎It's much easier to find a source if you are looking for something that is already in production.

如果是已在生产的东西就比较容易找到供应商。

网络货源 (Internet sourcing)

目前，通过网络寻找货源很受青睐 (gutsy)。你只需要键入“全球采购”或目标产品的名称，通过搜索引擎 (Internet search engine) 就能找到相关的生产商和贸易公司 (manufacturers and trading companies)。然后登录这些公司或工厂的网站进行了解，确定最适合的货源。这种方式的重大缺点 (major drawback) 就是很难保障诚信度。所以在判断货源时一定要小心，因为最狡猾的骗子总是知道如何伪装得更合法 (most legitimate)。

◎I found this company on the Internet.我在网络上找到这家公司

司。

◎You'd better be careful. There are tons of scams on the web. 你最好小心点。网上骗子太多了。

◎How can you be sure you've found a legitimate source? You don't know if they are someone you can trust.

你怎么肯定找到的货源可靠？你根本不知道他们是否可信。

货源专家提供支持

为了尽可能地减小风险（risk aspect），你可以考虑雇用货源专家伙伴（expert sourcing partner），代理你的公司寻找目标产品。通常这些代理公司有国家资质认证。因此即便出现问题，也可以追究其法律责任。不过你要向他们支付一定的费用或佣金。

◎It's easier just to go through an agent to source the products we need. 通过代理商寻找我们需要的产品货源会更容易。

◎The problem with using an agent's services is that you have to do profit sharing.

使用代理的问题是你不得不分摊利润。

和货源伙伴讨价还价（negotiating pricing with your sourcing partner）代理的收费通常是双向的，也就是说他会从你和供货商那里按成交额的比例收取一定费用。如果找不到适合的供货商，代理也赚不到钱。所以你要货比三家（shop around），找最经济可靠的代理，并通过谈判把佣金比率降到最低。不用不好意思（don't be shy about）告诉代理你在做什么和期望的价格，因为他们至少会从供货商那里赚一笔。

◎We want to negotiate a new agreement with our agents. 我们想和代理商谈判一项新协议。

A : Is it the lowest price you can get for me on these items?

B : I've spoken to the manufactures, that's the lowest we're going to get.

A : Well, I appreciate your help in getting this quotation. I have a few other agents I've been working with on this project. I need to get their lowest prices and compare. I'll let you know if I'm interested in moving forward after I've talked to them.

A : 这是你能给我的最低价格吗？

B : 我已经和供货商们谈过了，那是我们能获得的最低价格了。

A : 好的，我很感激你帮忙拿到这个报价。我还有别的几家代理公司。我需要做一番比价。等我和他们谈后，如果我有兴趣继续推进，我会告诉你的。

总结

寻找货源代理要求有一双“火眼金睛”，一是判断货源的真实性，再就是了解交易中涉及多少中间商。你和供货商之间的中间商链越长，你的产品成本就越高，生意越难做。在全球货源网络上，打着厂家旗号赚佣金的贸易公司或出口代理大行其道，不在少数。你最好跳过这些中间人，省下这笔冤枉钱。

Words 单词表

agency代理商，经销商

contact联系，联系方式

device设备，装置

efficient有效率的，高效的

lead线索

legitimate合法的

manufacturer制造商，制造厂

patent专利

provide提供，供应

representative代表，代理人

scam骗局，诡计

similar类似的，相近的

suggestion建议，意见

unique独特的，唯一的

catalog目录，产品目录

Phrases 短语表

best bet最好的办法

custom designed特别定制

do sourcing寻找货源

end up having to (do sth) 最终不得 (做某事)

不generate leads产生线索

get screwed被骗，被耍

go through sb由某人经手，通过某人

go about (doing sth) 着手/处理/从事 (某事)

have contacts with sb 与某人有联系/接触

help sb out 帮助某人解决困难

If it were me..... 换作是我，如果是我

in production 在生产中

look legit 看上去合法/守法的

profit sharing 利润分享

the bulk of sth 大堆的/大量的

to begin/start with..... 以.....开始/为开端

tons of 大堆的，大量的

trade fair 商品交易会/展销会

实景对话1

A : We're looking for someone to produce our patented, custom designed devices. Do you have any suggestions for us about how we can go about finding a manufacturer?

B : You mean sourcing? It's much easier to find a source if you are looking for something that is already in production. But since you've got a unique product you'll probably end up having to look a little harder to find someone who can help you out. If it were me, I start by contacting a few factories that are already producing similar items.

A : How do you find the factories to begin with? You've got some contacts with factories, don't you?

B : Suppliers from China provide the bulk of our inventory. But we go through an agency to do our sourcing. We've found it's much more efficient that way.It's easier just to go through an agent to source the products we need.We don't have to worry about getting screwed.

A : I found this company on the Internet. What do you think? Do they look legit to you?

B : They look okay from the website. But you'd better be careful.There are tons of scams on the web. It's hard to be sure you've found a legitimate source.You don't know if they are someone you can trust.And plus, then you have language and communication issues.That's why we go with an agent.

A : The problem with using an agent's services is that you have to do profit sharing.

A : 我们正在找人生产专门定制的专利设备。对于如何找到生产商，你有什么建议吗？

B : 你是说寻找货源吗？如果是已在生产的东西就更容易找到供应商。但由于你们的产品独一无二，那可能很难找到能帮忙的人。如果换作是我，我会先联系那些已经生产了类似产品的工厂。

A : 你一开始是怎么找到工厂的？你已经和厂家联系上了，是吧？

B : 中国供应商给我们提供了详细目录。但我们是通过一家代理公司寻找到供应商的。我们发现那是最有效的方法。通过代理公司寻找我们需要的产品要更容易，而且不用担心被欺骗。

A : 我在网上找到了这家公司。你怎么看？你觉得他们像是合法的吗？

B : 从网站来看他们还行，但你最好小心点儿。网上有一大堆骗子。所以很难判断你找到的资源究竟是否合法。你不知道他们是否可信。此外，你还得面对语言和交流的问题。这就是我们愿意通过代理商来做的原因。

A : 问题是，通过代理商的话，你就不得不分摊利润。

实景对话2

A : We need to work on finding new products. Next week's trade fair should generate some good leads.

B : Actually, I have a representative from Jiangsu Manufacturing waiting in my office now. Why don't you come with me to talk to him?

A : Great.....

B : Mr. Zhang, this is Belinda Stevens. She's head of our product development department. Belinda, this is Andy Zhang from Jiangsu Manufacturing.

C : Mr. Stevens. It's nice to meet you. Can I answer any questions about our services for you?

A : Actually, yeah. We currently import most of our products from India, but we are looking for new suppliers. Do you have a catalog of items currently in production?

C : Yes, we certainly do. Here, let me leave you with a copy. We are also able to make products according to customer specification. If you are looking for new suppliers, manufactures in China are your best bet for low prices and guaranteed quality.

B : You said you can make production to our specification?

What level of customization can you provide?

C : It depends on the quantity of your order. What kinds of products are you looking to import?

A : 我们需要寻找新产品。下周的展销会可能会帮我们找到好的线索。

B : 事实上，我有一个来自江苏制造的代表在我的办公室里等着。干吗不跟我一起去和他聊聊？

A : 好极了.....

B : 张先生，这是Belinda Stevens。他是我们的产品研发部主管。Belinda，这是来自江苏制造的张先生。

C : 你好，Stevens先生。很高兴认识你。关于我们的服务你有什么问题吗？

A : 当然有。我们目前进口的大部分产品都来自印度，但是我们正在找新的供货商。你有没有一份目前的产品目录？

C : 是的，当然有。我给你留一份。我们也可以按照客户的要求来生产。如果你在寻找新的供应商，中国的工厂以其低廉的价格和可靠的质量，会成为你最好的选择。

B : 你刚才说你可以按照我们的规格来生产？你们能够提供什么水平的定制？

C : 这要取决于你订单的量了。你想引进什么样的产品？

寻找出口渠道 Finding Export Leads

寻找出口客户 (export customers) 事实上没有我们想象的那么难。想要鉴定有价值的贸易线索 (qualify trade leads) 并建立持久的

伙伴关系（sustainable business partnerships），如下信息将帮助你更好地判断信息的价值，并做有效的跟进（follow up with）。

研究

通过研究确定两到三个你要发展贸易的目标国家（target countries）。通过官方提供的数据了解该国的市场状况，例如哪些产品匮乏、哪些产品富足、进出口关税和贸易壁垒高低等。也可以通过与使馆商务处或当地商会的接触来寻找商机。初期最好采用小型集中的方式，确保贸易增长和客户服务（customer service）。

⊙Where are our target customers located?我们的目标客户位于哪里？

⊙We'd like to set up shop in Pacific Rim countries.我们想在太平洋沿岸国家开店。

⊙Our main focus is the North American market.我们的主要目标是北美市场。

⊙We would like to expand our clientele in South America.我们想在南美拓展客户。

⊙What kind of information can you give me about the Mexican market?关于墨西哥市场，你能提供给我们哪些信息？

⊙Do you have any manufacturing reports or industry analysis for Japan?你有日本制造业报告或工业分析方面的资料吗？

参加贸易展（Attend trade shows）

通过参加国内或国际的贸易展，可以直面许多有相关需求的客户。要格外注意那些你正在拓展业务（develop your business）的国家的贸易展。大型贸易展会吸引世界各地的客户（international participation），你可以很轻易地和他们建立联系。

⊙Next month we will be going to an industry trade show in Berlin to jumpstart our presence in European market.

下个月我们将参加柏林的一个工业展，以此来启动我们在欧洲市场上的业务。

⊙In one afternoon at our booth, we gathered over 500 different potential customers from all over the world.

仅一个下午，我们的展位就收集到500多个来自世界各地的潜在客户。

⊙We should focus our efforts on the larger trade shows—we want to develop internationally.

我们应当主攻大型贸易展——我们要往国际方向发展。

⊙Be sure to follow up with the leads we got from the trade show.一定要跟进那些我们从贸易展上获取的信息线索。

网站

在公司网站中建立针对国际客户的网页，增加英语、西班牙语和法语的宣传内容（marketing materials），这样会方便海内外客户通过互联网信息（Internet searches）寻找到你的公司。

⊙Our website received more than 200 hits this month.这个月我们网站的点击数/率有200多次。

A : How's your website coming?

B : After translating our website into Spanish we received more than 500 extra hits, just this week. I think some of those hits can translate into more business for us !

A : 我们的网站怎么样了？

B：我们把网站文字翻译成西班牙语后，光是这个星期就增加了500次点击。

我想其中的一些点击是可以转化成生意的！

客户服务

及时跟进任何一个潜在的出口客户（potential export customers）。准备好沟通计划和各种翻译好的宣传资料。人们总是非常信任同僚的推荐，建立好的信誉非常重要。因此提高服务质量是声名远扬的资本。

⊙We export to over 20 countries.我们的货物出口到20多个国家。

⊙We can meet your needs for customized production.我们能够满足您的产品定制化要求。

⊙Our catalog features over 500 different quality products.我们拥有500多种高质量的产品。

⊙We provide full-service exporting support.From order to delivery, you can count on us.

我们提供从订货到运输全面的出口服务。我们值得您信赖。

⊙Our products are guaranteed to meet your expectations, or your money back !

我们的产品保证符合您的期望，否则全额退款。

⊙According to our customer communication policy, we need to reply to inquires within 24 hours.

根据我们的客户联络政策，我们必须在24小时内回复询盘。

◎We have a three-day turn around from the time a customer makes a request for a quotation to the time they receive our quote.

从客户询价到他们收到报价，中间我们有3天的时间进行处理。

◎We have set some pretty lofty customer service goals.

我们制定了极高标准的服务目标。

基础信息到位 (have infrastructure in place)

提前准备出口客户所需的相关信息，包括货运代理 (freight forwarder)、保险费用、关税信息以及相关法律信息。如果潜在客户等候时间过长，或者你的信息不准确，就很可能丧失商机 (lose business)。

◎We have a distribution network all set up. 我们已建立起一个全面的分销网络。

◎Here's our pricing list. 这是我们的价目表。

◎I can get the information you've requested right away. 我很快就能得到你所需的信息。

总结

鉴于我们毋庸置疑的“世界工厂”的地位和出口总值世界第二的不争事实，如何找到自己的出口对象，成为某国某公司的固定供货商？如何在浩瀚的出口贸易中分得一杯羹？参加贸易展是寻找出口对象的首推方式。丰富网站宣传，守株待兔的方式也值得推荐。此外，提高服务质量是声名远扬的资本，有了好的信誉，出口对象自然会找上门。做好这一切，就能在进出口贸易中占有自己的一席之地。

Words 单词表

analysis 分析

communication通信，交流，沟通

embassy使馆

industry行业，产业

inquiry询价，询问

jumpstart起动，发动

manufacture制造生产

policy政策，方针

responses回应，反应

text文本内容

website网站，网址

Phrases 短语表

according to依据，根据

count on sb指望/依靠某人

customized production定制生产

focus efforts on集中力量于

full-service support全方位的服务支持

get sth up and running启动并运行

get sth off the ground开始从事某工作；在某方面取得进展

meet expectations满足期望

or your money back否则奉还/退款

potential customer潜在客户

rely on依赖，依靠

be slow in doing sth做事迟缓

speaking of.....谈到/说起.....

success rate成功率

time is money时间宝贵

website hit网站点击

work on sth专注于，致力于

实景对话1

A : Did you follow up with the leads we got off the website yet?According to our customer communication policy, we need to reply to inquires within 24 hours.

B : Uh, yeah. I know.I'm working on it right now.I might not be able to finish all the inquiry responses today.....

A : Why not?Time is money ! We don't want to loose potential customers because we're too slow in responding.

B : Yeah, I know. But after translating our website into Spanish we received more than 500 extra hits, just this week. So yesterday we received 50 inquiries, in three different languages.I'm working on responding as quickly as I can.

A : 50 inquiries?That's amazing ! I think some of those hits can translate into more business for us !

B : That's the goal.....But I think we shouldn't only rely on our website. We should also focus our efforts on the larger trade shows.

A : We're doing that, too. Next month we will be going to an industry trade show in Berlin to jumpstart our presence in European market. Speaking of, what about the leads we got from the trade show we went to two weeks ago?When you get done with your emails, be sure and follow up with the leads we got there.

A : 你有没有跟进我们通过网站收集到的线索？根据我们的客户交流原则，我们必须在24小时内回复询价。

B : 是的，我知道，我正忙于此事。我可能今天无法完成所有的询价答复。

A : 为什么不行？时间就是金钱！我们不想因为答复缓慢造成潜在客户流失。

B : 是的，我知道。在把我们的网站翻译成西班牙语之后，光是这个星期就多出500次点击。所以昨天我们收到了3种语言的50个询盘。我正在尽可能快地回复呢。

A : 50个询盘？太棒了！我想其中一些点击可以转化为更多的生意！

B : 那是我们的目标.....但我想我们不能仅仅依赖网站。我们应当同样把精力集中到更大的展销会上。

A : 那也是我们目前正在做的。下个月我们将参加柏林的一个工业展，以此来启动我们在欧洲市场的业务。说起这个，我们两周前参加的贸易展上获得的线索怎么样了？在你写完邮件之后，一定要跟进那些我们在那里得到的线索。

实景对话2

A : Did you talk to the Japanese Embassy to see what information they had on the Japanese market? Did they have any manufacturing reports or industry analysis for Japan? We'd like to set up shop in Pacific Rim countries, so any information you can get on these markets could be very valuable for us.

B : Yes, I got some information we can follow up with. I've been focusing on getting our website up and running, though.

A : What's the text like on the website?

B : Here, take a look yourself.....

A : “We export to over 20 countries. We can meet your needs for customized production. Our catalog features over 500 different quality products. We provide full-service exporting support. From order to delivery, you can count on us. Our products are guaranteed to meet your expectations, or your money back ! ”

B : What do you think?

A : Seems okay. What kind of success rate have we had with it?

B : We're just starting to get it off the ground. Considering that, it's not done too badly. Our website received more than 200 hits this month.

A : 你有没有和日本大使馆联系看看他们有哪些关于日本市场的信息？他们有没有日本的制造业报告或者工业分析？我们想在太平洋沿岸国家开店，因此任何相关市场的信息对我们都非常重要。

B : 我得到了一些可以跟进的信息。尽管这样，我还是一直在集中精力建立我们的网站并使其运转。

A : 我们网站上的内容怎么样？

B：这儿，你自己看看.....

A：“我们出口到20个国家。我们可以满足你定制生产的要求。我们拥有500多种高质量产品。我们提供全面的出口服务，从订货到运输。我们值得你信赖。我们的产品保证满足你的期望，否则全额退款。”

B：你觉得怎么样？

A：看上去挺好。对此我们有多大的成功率？

B：我们才刚刚开始。考虑到这个因素，表现还算不错。我们的网站这个月有200多次点击。

信用证 Letter of Credit

信用证是银行用以保证买方或进口方有支付能力的凭证（promissory note）。在国际贸易活动中，买卖双方可能互不信任。买方担心预付款付过后卖方不按合同要求发货；卖方也担心在发货或提交货运单据后买方不付款。因此需要两家银行作为买卖双方的中间人（intermediaries），代为收款、交单，以银行信用代替商业信用。信用证通常也要涉及一些具体文件，包含提单（bill of lading）、领事发票（consular invoice）、保险单（insurance policy）。此外，信用证还包括有效期截止时间（expiration date）。

买方要求（buyer request）

买方，也就是进口方，首先必须将货款交存银行并开信用证。信用证中将体现买卖双方达成的条件（terms of the sale）。然后该银行将通知异地卖方开户银行。

◎I would like to apply for a letter of credit.我想申请信用证。

⊙The letter of credit functions as our contract with these guys.
信用证就相当于我们和那些朋友们的合同。

⊙All the shipping requirements are listed in the letter of credit.
所有的货运要求都在信用证中体现了。

⊙Here are the specifics that should be included in our letter of credit.这些内容都是要在信用证中包含的具体细节。

⊙Everything is documented in the letter of credit.在信用证中，所有的内容都有记录。

⊙When is the expiration date on the letter of credit?信用证的有效期截止到什么时候？

⊙Does the letter of credit detail insurance requirements?信用证中对保险的要求有描述吗？

⊙Let's set our transaction up with a letter of credit.让我们以信用证方式来交易。

审核 (review)

一定要审核银行开的信用证内容。因为大部分信用证一旦开出就无法撤销 (irrevocable)。同时也应该仔细检查提单 (bill of lading) (副本) 的内容，因为提单信息也将部分反映在信用证上。提单是卖方发货的指示性 (instructions) 文件。

⊙Do you see any mistakes?

你看到什么错误了吗？

⊙Everything looks good.看上去都挺好的。

⊙I think we need to make an amendment.我想我们得修改部分内容。

从进口方银行到出口方银行

信用证开出后，卖方将等待其开户行确认信息（wait for confirmation）。买方银行将会把信用证发给卖方银行确认信息。此后，卖方银行将准备一份确认函随同信用证一同发给（forward to）卖方。

◎Has the letter of credit gone out to their bank yet?信用证已经发到他们的银行去了吗？

◎How long do you expect to wait before the letter of credit is processed?你们还想等多久才开始开信用证？

确认

出口方在收到信用证并核对后，将按照信用证中出货条款（terms of conditions）联系货运代理商（freight forwarder），按照规定把货物运送到对应的港口或机场（port or airport）。

◎The shipping date is confirmed for June 25th.发货时间确认为6月25日。

◎The goods will be delivered to the Los Angeles port.货物将被运送到洛杉矶港。

确认和收货

进口方通过银行收到货物的确认信息，所有文件到齐后就可以提货（claim the goods）。另一方面，在货运代理商提取货物之后，进口方银行将按照规定时间（at the time specified）向出口方银行开支票或汇票（a check or draft），随后出口方银行再转账到卖方账户，交易结束。

◎Everything's good to go, so you can claim your goods.一切都正常，你可以提货了。

◎The freight can be received once the documentation is all in order.所有的单据正确提交后就可以收货了。

总结

信用证是国际贸易中最主要和最常见的支付形式。在国际贸易中，为了在最大程度上确保自身利益，买卖双方请银行做支付担保，以信用证的形式来降低风险。

Words 单词表

client客户

contract合同，契约

deliver交付

detail细节

expect期望，预期

goods产品

insurance保险

mistake错误

port 港口

process从事，进行

requirement必要条件，需要

responsible负有责任的

shipment装运，运输，运送

specific明确的，具体的，特定的

supplier供货商，供应商

Phrases 短语表

agree on the terms同意某些条款

be detailed out被详细描述

expiration date到期日，截止日期

freight forwarder货运代理

function as具……功能，起……作用

go out to the bank发给银行

hammer out (details) 敲定 (细节)

be included in包含在内

just barely勉强，刚刚

just yet但只要，恰好现在

look good看起来不错

make an amendment修改

make it that far做到那一步/那么快

put sth together组成整体，整理

receive word接到消息，得到风声

shipping date出货日期，货运时间

sign a contract签订合同

these guys这些家伙，这些朋友

实景对话1

A : What's happening with the shipment of goods from your supplier?How long do you expect to wait before the letter of credit is processed?Has the letter of credit gone out to their bank yet?

B : No, we haven't been able to make it that far yet. We've just barely agreed on the terms, so the next step is getting our letter of credit put together.

A : Did you sign a contract with them yet?

B : We don't need a contract just yet. The letter of credit functions as our contract with these guys.

A : So all the specifics about shipping and the like will be detailed out in the letter, right?Does the letter of credit detail insurance requirements?

B : Yep, we've already hammered out the details with the supplier. Here are the specifics that should be included in our letter of credit. Do you see any mistakes?

A : Let's see.....The shipping date is confirmed for June 25th. The goodwill be delivered to the Los Angeles port.They're responsible for insurance.....everything looks good.

A : 你们供货商的那批货发运得怎么样了？你们还想等多久才开信用证？信用证已经发给他们的银行了吗？

B : 没有，我们还没办法做到那一步。我们刚刚就交款达成一致。我们下一步的工作就是准备信用证。

A : 你和他们签合同了吗？

B : 我们还不需要合同。信用证就相当于我们和那些朋友的合同了。

A : 所以，货运还有其他的相关内容都已经在信用证中详细描述了，对吗？信用证中包含保险条款吗？

B : 是的。我们已经和供应商敲定了细节。这些都是应当在信用证中体现的具体条款。你发现有什么错误吗？

A : 让我看看.....货运时间确认为6月25日，货物将运抵洛杉矶港，他们负责保险费.....看上去挺好。

实景对话2

A : Did your client apply for the letter of credit?

B : Yep. We received word from the bank yesterday. Everything is documented in the letter of credit.

A : What does the bill of landing say?

B : It requires us to deliver the goods to the Seattle port by September 20th.

A : I think we need to make an amendment, because our freight forwarder might not be able to make that deadline. Do you think we can negotiate a later date?

B : Probably.

A : When is the expiration date of the letter of credit?

B : Not until October. I think that will give us plenty of time to take care of everything.

A : Great.

A：你的客户已经申请信用证了吗？

B：是的，我们昨天从银行得到消息。所有的内容都已经记录在信用证中了。

A：那提单怎么说？

B：我们被要求在9月20号之前把货运送到西雅图港。

A：我想我们需要做一些修改，因为我们的货运代理没办法赶到时限之前运到。

你觉得我们能和他们磋商一下，把时间延后些吗？

B：可能吧。

A：信用证的有效期是什么时候？

B：直到10月份。我想我们有足够的时间来应付一切。

A：太好了。

价格谈判 **Negotiating a Price**

外贸生意获得成功的一个重要因素（important factors）之一就是建立良好的关系（build positive relationships），因此讨价还价是一个很关键的步骤（critical step）。公平合理（fair and ethical）是商业谈判的原则，你的表现会在彼此的关系中形成持久的影响（lasting influence）。

询价（ask for a price）

询价之前最好能够货比三家（shopping around），对期望价格做到心里有数。最好不要一开始就问最小订量的价格（minimum orders）。在没有确切了解（have a good idea）整体价格之前，可以

在你的量的回答上尽量闪烁其词（be as vague as possible）。谈判的目的是尽可能地接近产品的真实价格（actual price of product），所以不管他们一开始给什么样的价格，你都应该继续追问更低的。

◎What's the best price you can offer?你能给出的最低价格是多少？

◎What size of order are you planning to make?你打算买多大的量？

◎Can you tell me more about your product specifications?你能告诉我更多的你方产品的规格吗？

◎What's the lowest price you can give me on our order?对于我们的订单你能给的最低价是多少？

◎Can you offer any more of a discount?你能再给一些折扣吗？

◎We can give you a quotation based on your particular requirements.我们可以在你的要求基础上给你一份报价。

◎We're shopping around for the lowest price we can get on these.我们货比三家，想在这上面找到最低的价格。

◎I'm sorry, but that's still higher than we want.Is there any way you can do better?

不好意思，那仍然高于我们预期的价格。你还有什么办法可以优惠吗？

◎I appreciate your offer, but it's still over our budget.What can you do to help us with a lower price?

我很感激你的报价，但是这仍超出了我们的预算。你能给一个更低的价格吗？

考虑利润分割 (**consider splitting profits**)

另外的一个获得更低价格的办法就是分割利润，以建立长期合作关系为基础来谈判。这也就是说通过长期购买而并非一次性交易来使供货商受益 (**benefit the supplier**)，将对抗性的谈判转化成生意互利 (**mutual benefit**) 的协商对话，并找到双赢 (**a win-win**) 的合作方式。

⊙What if we turned this into a continuing partnership? We can split profits. 那如果我们转变成持续性的合作伙伴会怎么样？我们可以分摊利润。

⊙I'm not just interested in buying products. I am looking for a potential partner on this deal.

我们不仅仅是想买产品，而且在寻找一个潜在生意伙伴。

⊙What can we do to make this work better for both of our companies? 我们该怎么做才能让这次交易对我们两个公司更有利？

装运条款 (**shipping terms**)

主要有三种：

——EXW 出厂价或工厂交货价，卖方不承担任何运输责任。

——CIF 运送到港口，但是关税和陆地运输费除外。

——To-Door 到门价，包含货运、关税以及别的费用，直至产品送到门前 (**to your doorstep**)。

⊙If that's the lowest price you can give, I expect shipping terms to be to port and inclusive of insurance.

如果这是你能给出的最低价格，那我希望货能由你方运送到港口并且加上保险费。

◎What kind of price can you give me with shipping to door?如果是送货上门的话，你能给我什么样的价格？

◎What are your shipping requirements?你对装运的要求有哪些？

◎Delivery dates are not negotiable.交货时间不容商量。

支付方式

通常情况下有两种：

-Pre-pay by wire transfer 电汇预付，并在产品出港前汇余款，以换取提单和发票。

-Letter of Credit, L/C 信用证。

在谈以信用证来支付时，争取货到验收后付款的条件。考虑到电汇无法退还（non-refundable），在不了解对方的信誉和合法性的基础上，电汇余款存在风险。

A：What kind of payment situation would work best for you?

B：As this is the first time for us to do business together, I think we'd like to go for a letter of credit arrangement if that's alright.

A：对你来说哪一种支付方式最适用？

B：由于这是我们第一次做生意，我想如果可以的话我们可以通过信用证的方式。

总结

所谓的价格谈判就是在双方利益上寻找一个最公平的结合点。买方的目标是最大限度地接近产品的成本价，反复要求更优惠的价格直

到“攻不动”为止。卖方的目的是在保证利润的同时，以优惠的价格发展一个长期客户。如果在价格上陷入僵局，可以考虑从货运方式、支付方式来调整。

Words 单词表

appreciate感激，欣赏

customization定制

delivery交付，交货

discount折扣

gross总的，毛的

offer提供，出价

option选择，选项

order订单，订货

packaging包装，打包

quotation报价

requirement要求，需求

shipping装运，运货

size大小，尺寸，规格

timeline时限

unit单位

Phrases 短语表

based on基于，以.....为基础

best price最好的价格

depend on取决于

do better做得更好

EXW工厂交货

get sth done做好，完成

give sb an idea of sth使某人明白某事

make an order订购，下单

have room for negotiation有商量的余地

non-negotiable不可谈判的

over budget超出预算

plan on规划

product specification产品规格

receive an email收到电子邮件

shop around (for sth) (为某物) 货比三家

split profits利润分摊

work on sth在.....工作，致力于.....

实景对话1

A : Mr. Jin, did you receive my email with our product specifications?How soon can you get us a quotation?

B : Yes, I did receive your email and I have been working on getting pricing done for you. I think your product specifications should be no problem for our factories to produce for you. What size order are you planning to make?

A : The size of the order depends on how low of a price I can get. Can you give me an idea of how much this might cost me? What's the best price you can offer?

B : Well, for an order of say , 500 units, we can give you a price of \$5.95 per unit.

A : Is that the lowest price you can give? I'm sorry, but that's still higher than we want. Is there any way you can do better?

B : Well, depending on the requirements you have for delivery options, insurance, and production deadlines, we do have a little room for negotiations. The lowest price, which is EXW, is \$3.50. But that doesn't include any extras.

A : We're shopping around for the lowest price we can get on these. What kind of price can you give me with shipping to door?

B : Shipping to door? Well, again it depends on your order size and timeline , but I can probably give you a price of about \$5.50 per unit.

A : I appreciate your offer, but it's still over our budget. What can you do to help us with a lower price?

A : 金先生，你有没有收到关于我们产品规格的邮件？你多久可以给我一个报价？

B : 是的，我收到了，而且一直在忙着给你算一个价格。我认为我们工厂生产你要的规格的产品没有任何问题。你打算要多大的量？

A：订单的规模取决于我能拿到多低的价格。你能告诉我大概要多少钱吗？你能给的最好的价格是多少？

B：好的，以500件来说，我们可以给你每件5.95美元的价格。

A：那是你能给的最低价吗？我很抱歉，这比我们期望的要高。有办法降点吗？

B：那，根据你要求的交货方式、保险和生产时限，我们没有多少谈判的余地。

最低价，也就是工厂交货价，是3.5美元，但是那没有任何附加条件。

A：我们货比三家想得到最低的价格。如果送货上门你能给我的最低价是多少？

B：送货上门？好的，还是要取决于你的订单大小和时限，但是我应该可以给你每件5.5美元的价格。

A：我非常感谢你的出价，但这还是超出了我们的预算。你还有什么办法能帮助我们得到更低的价格吗？

实景对话2

A：I'd like a quotation for your KXL2 gaskets.

B：Can you tell me more about your product specifications?We can give you a quotation based on your particular requirements.

A：I don't need customization on the actual product, but I will need customized packaging. We need our shipment by September 23rd, delivery dates are not negotiable.What's the lowest price you can give me on our order?

B：What size order were you planning to make?

A : Somewhere between 600 ~ 1000 gross.

B : Just a moment.....Yes. I think with your requirements, we could offer you a price of\$40 per unit.

A : Can you offer any more of a discount?

B : Perhaps, it depends on your shipping requirements. What did you have in mind?

A : If that's the lowest price you can give, I expect shipping terms to be to port and inclusive of insurance.

B : We can arrange CIF shipping terms at that price.

A : It's still a little higher than what we were expecting. I'm not just interested in buying products. I am looking for a potential partner on this deal.What if we turned this into a continuing partnership?We can split profits.

A : 我想要你们的KXL2型垫圈报价。

B : 你能告诉我更多的规格要求吗？我们可以在你的要求基础上给你一份报价。

A : 我不需要特别定制的产品，但需要特别的包装。我们需要在9月23日之前到货，交货时间不得更改。你能给我们的最低价格是多少？

B : 你们打算订购多少？

A : 600 ~ 1000之间。

B : 请等一下，好的，我想根据你的要求，我们能给你每件40美元。

A：你们还能再给些折扣吗？

B：也许，这取决于你的装运要求。（对于装运）你有什么想法？

A：如果这是你能给出的最低价，那我希望货运包含送到港口和保险的费用。

B：以那样的价格我们可以安排CIF装运条款。

A：那仍比我们期望的要高。我们不仅仅是想买产品，而且在寻找一个潜在生意伙伴。如果我们将此转化为持续性的伙伴关系，我们可以共享利润。

关税 Tariffs

关税（a tariff）是政府征税，以此来控制跨境（across borders）进出口贸易。当你在国际进出口（importing and exporting goods）贸易中分析某交易的利润（make money on a deal）时，关税是不可忽略的重要因素。

关税的定义

关税是世界各国普遍征收的一种专门税（specialized tax），是海关在国家授权下（mandated by）对进出境的货物征收的一种税，对于保护民族产业、维护市场稳定和国家税收都有重要意义。关税对国际贸易有极其重要的影响，是世界货物流通（flow of goods around the globe）的晴雨表。

◎Tariffs are all about politics.关税的所有意义来自政治。

◎The tariffs help to raise funds for a government.关税有助于增加政府资金。

◎The free trade agreement helps to bring down the cost of

importing certain items from certain countries.

自由贸易协定有助于降低从一些国家进口某些货物的费用。

征收方法

征收关税最基本的两种方法是：从量税（specific tariffs）和从价税（ad valorem tariffs）。从量税指以征税货物的数量、重量、容量、面积、体积或长度等为标准，每一单位保证一定金额的税收。从量税不受产品价格的影响，只与征收对象的数量有关。啤酒、原油、胶卷等少量商品需要交从量税。从价税是按商品的价格为标准计征的关税，其税率表现为货物价格的一定百分率（percentage of the value）。商品价格上涨时，关税随之上涨。中国通常都采用从价税来征收进出口货物关税。

⊙The tariff we pay on these items is a specific tariff.我们在这些货物上支付的是从量税。

⊙The ad valorem tariff is fine as long as the percentage isn't too high.只要征收的百分比不是很高，从价税也还行。

⊙If we want to export to New Zealand, we'd better look up the tariff regulations.如果我们想出口到新西兰，那我们最好查询关税的规定。

⊙It's too costly to import these items.进口这些货物成本太高了。

⊙How much will we have to pay in tariffs on our imports?我们这批进口商品要支付多少关税？

⊙Luckily, these items are duty free.很幸运，这些商品都免税。

⊙We could make more money on the deal if it weren't for the outrageous taxes we have to pay.

要不是必须支付这些耸人听闻的费用，我们就能挣更多的钱。

◎Did you figure in the cost of the tariffs we'll have to pay?你有没有算上我们要支付的关税？

◎Are we a country with favorable trading status?我们国家处于有利的贸易地位吗？

国家征收关税的意义

如上所述，关税是国家财政的重要来源之一。由于各国的生产力水平和资源条件不同，商品的价值也表现出很大差异。政府通过关税保护民族产业，使进口产品的价格高出自身品牌价值或使之保持一致，也通过禁止性关税（prohibitive tariffs），使某种进口产品彻底丧失竞争力。由于关税的重要性，各国都对它控制得很严格，逃税将面对很大的法律风险（risk of legal problems）。

◎Be careful to do business legally.If we get caught importing goods without declaring them to pay tariff, then there are some very hefty fines.

我们必须慎重，要合法经营。如果我们进口时因为没有申报货物付关税被抓住，就得交高额的罚金。

◎We can't compete with domestic manufacturers.They don't have to pay tariffs.

我们没法和国内制造商竞争，他们不用付关税。

美国对进口产品征收的关税

如果你想了解美国如何征收进口产品的关税，首先应当通过在线数据寻找产品所对应的关税编码（Harmonized System or Schedule B number），这是各个国家都认识的统一语言。其次，你应当通过网络免费查询美国协调关税表（U.S.Harmonized Tariff Schedule）。在

表格的右边部分包括几大类，如动物、矿产、化学品等，产品名称在左边，右边显示费率。上面显示的价格是产品价值每1000美元的关税标准。美国一些地方也有用从量法征收关税的。

总结

关税无论对进出口商还是国家都有着非常重要的意义。对国家而言，除经济利益外，关税能起到保护民族产品、稳定市场、协调国与国关系的作用；对于进出口商而言，关税是在法律义务下必须承担的义务，也是为国家发展必须承担的责任。逃避关税就是走私，将面临法律的惩处，这个钱可省不得。

Words 单词表

cheaply便宜的，廉价的

compete竞争，比赛，对抗

costly昂贵的，值钱的

deal交易，经营，处理

declare申报，声明

demand需求，要求

hefty有力的，大幅的

item项目，事项

luckily幸运地，幸好地

mostly大多数的，大部分的

outrageous岂有此理，可耻的

particular特别的，特殊的

politics政治，政策

regulation条例，规则，章程

require要求，命令，需求

shipment装运，装船

tariff关税

tax税

Phrases 短语表

a way around the system系统外的办法

as long as只要

ad valorem tariff从价关税，从价税

domestic manufacturer国内厂商

duty free免税

end up最终，告终，结果是

favorable trading status有利的贸易地位

figure in (an expense) 算入 (花费)

home-field advantage主场优势

make money挣钱

pay by percentage按比例支付

pay a small fortune支付一小笔款项

set up设置，设立，开创，建立

ten-fold十倍

be off scot-free逍遥法外

实景对话1

A : The question we should be asking ourselves is, can we make money on this deal?

B : I don't see why not.....There is a high demand in the market for the products we want to export. We have them available cheaply.We can export them to the New Zealand market and sell them for ten-fold what it costs.

A : You're forgetting a very important detail. Did you figure in the cost of the tariffs we'll have to pay?If we want to export to New Zealand, we'd better look up the tariff regulations.We may find that it's too costly to export these items.

B : Oh.....How much will we have to pay in tariffs on our exports?It can't be that much.

A : Depending on the item it can be as much as 90%of the value.

B : Well.....We could make more money on the deal if it weren't for the outrageous taxes we have to pay. What if we just found a way around the system?I mean, we can set up a way to ship the goods without declaring them, right?

A : That's a really bad idea. We have to be careful to do business legally.If we get caught exporting goods without declaring them to pay tariff, then there are some very hefty fines.

A：我们需要问自己的一个问题是：在这项交易上我们能挣到钱吗？

B：我看不出为什么不能……市场对我们要出口的商品需求很高。我们定的价格也便宜，我们可以出口到新西兰，并且以10倍的价格出售。

A：你忘记了一个重要的细节。你有没有算上我们要支付的关税？如果我们要卖到新西兰，我们最好查询一下关税的规定。我们也许会发现这些货因关税过高而无法出口。

B：哦……我们这批出口大概会支付多少费用？不会那么多的。

A：这要取决于什么商品，有时可能会高达价值的90%。

B：嗯……如果不是要付这些耸人听闻的关税，我们就能在这项交易上挣更多的钱。那我们寻找一个绕开这个系统的途径怎么样。我的意思是，设法避免申报来运送货物，行吗？

A：那实在是一个很糟糕的主意。我们必须慎重，要合法经营。如果我们出口时因为没有申报货物付关税被抓住，那就会交高额的罚金。

实景对话2

A：How much are we paying in tariffs for our shipment?

B：Luckily, these items are duty free, so this time we're off Scot-free.

A：Are you serious?How did that happen?Are we a country with favorable trading status?

B：No, it just so happens that the particular items we are shipping this time don't require tariffs. Remember last time?We ended up paying a small fortune in tariffs.

A : Oh, that's right. We had to pay by percentage last time, didn't we?

B : Yes. The ad valorem tariff is fine as long as the percentage isn't too high.

But I remember it was something like 75%. We couldn't compete with domestic manufacturers on that one. They don't have to pay tariffs.

A : That's why they have tariffs, isn't it? To give domestic suppliers the home-field advantage?

B : Yeah. That's part of it. Tariffs also help to raise funds for a government. But mostly, tariffs are all about politics.

A : 我们的货需要支付的关税是多少？

B : 很幸运，这些货物都是免税的，所以这次我们就可以“逍遥法外”了。

A : 你当真吗？怎么会是这样？我们国家享有优惠的贸易地位吗？

B : 不是。我们这次运的货不在征税之列，事情就这样。记得上次吗？我们还不是付了一笔税。

A : 哦，对，我们上次按百分比付了税。

B : 是的，只要百分比不高，从价关税也还好。我记得好像是75%。我们不能和国内厂商就此竞争。他们不需要付关税。

A : 那关税就是为此而存在的，不是吗？给国内的供货商以“主场优势”。

B : 是的，这是一部分原因。关税也有助于增加政府资金。但关

税的大部分意义还是在政治上。

货运、海关和其他事宜Shipping, Customs, and Other Issues

对于货物的进出口，有必要特别关注一些细节问题（to pay close attention to detail）。从厂家发货到买家收货、从运输到交货（shipping and delivery），不同的阶段都有一些事情需要额外留意（to watch for）。

运输管理

运输管理非常关键（crucial）。一旦买方支付货物费用或者同意通过信用证[a letter of credit (L/C)]来支付，他们就有权利知道货物在任何指定时间内（at any given time）的状态。因此，买方总是不断地联系（keep in constant contact）制造商、贸易公司、船运公司或采购代理公司，以确认货物的交付情况。卖方也不时通过监控系统了解运输进度。

☉Where are the goods now?货物现在在哪儿？

☉The freight forwarder can help.货运代理可以帮忙。

☉We already have a letter of credit from the buyer. So it's safe to say we're good to go on this deal.

我们已经收到了买方的信用证。要说我们可以放心交易了是没错的。

☉Contact our sourcing agent to make sure the product is on its way.联系我们的采购代理以确保货物已经在路上了。

☉Where exactly are we in the transportation process?我们到底在运输的哪个环节？

⊙When can we expect to receive our shipment?我们预计什么时候能收到货物？

⊙We've actually purchased the shipment, so we'd better keep track of where it is.

我们实际上已经支付过了，所以我们最好跟踪货物所在位置。

⊙Contact the manufacturer and see what's holding our order up.联系制造商看货物到底搁在哪儿了。

⊙I need to call the shipping company to track down what happened to the order.

我需要打电话给船运公司看我们的货物出了什么情况。

海关 (Customs)

每个国家的通关情况各有异同。通常情况下，清关工作必须由有资质认证的或海关注册的报关代理人 (licensed or registered customs agent) 来负责。过程并不复杂，但有一定的费用 (cost some cash)。清关费通常至少150美元。根据现行的货物种类收取固定的关税，该费用应当由报关代理人在清关过程中垫付。

⊙The shipment is about to clear customs this week.货物这个星期就应该清关了。

⊙What kind of tariffs will we have to deal with?我们要支付哪种关税？

⊙The customs broker fee is out of this world.这个报关费低得不得了。

⊙Next time we should look into purchasing a long-term customs clearance agent.

下一次我们应该考虑雇一个长期的清关代理公司。

◎How much is customs duty for our order?

我们货物的关税是多少？

认真遵守进口规则

必须保证你在报关单上填写的货物内容和实际货物相符。有人为了逃避关税会填写一些关税较低的项目，或者有意不把货物种类填写全。但是，各国海关对于这种情况的惩罚相当严厉（stiff penalties）。各国政府都非常重视对海关欺诈行为的监控和惩处（monitoring and prosecuting customs fraud）。因此，很有必要了解你货物出口目的国的海关规定。

◎Does your shipment include any samples or gifts?你的货物中包含样品和礼物吗？

◎Importing non-commercial items can be hit with hefty fines. 进口非贸易物品将被处以高额罚款。

关系

如果平时就能够和供货商、货运代理商、清关公司、海关人员建立良好的关系，那不仅能让你平时的出口业务保持通畅（flow smoothly），而且在出现问题时，各方会多一些热心和责任心。

A : Is there a way we can arrange a factory tour before the shipment leaves China?

B : Of course, we'd love you to come for a factory tour. Please let us know what kind of arrangements we can make for you.

A : 在货物离开中国之前，能否为我们组织一个工厂参观考察？

B : 当然，我们很愿意你们来工厂考察。请告诉我们都要为你们

安排哪些内容。

总结

对买方来说，并不是卖方收款发货就意味着可以高枕无忧。从货物装船到进入自己仓库仍有需要关注的一段时间。买家应及时向厂家询问货物所处状态，避免让卖家掉以轻心；了解进口程序和法规，避免不必要的损失；保持和各方的友好关系，保证在出现问题时能沟通顺畅。

Words 单词表

agency代理，经销商

already已经

disaster灾害，灾祸

duty责任，义务

helpful有用的，有帮助的

manufacturer制造商

order订单，订购

purchase采购，购买

receive收到，接受

shipment装船，货运，装运

status状态

still仍然

tariff关税，费率表

yet仍，还

Phrases 短语表

basically基本上，根本上

clear customs清关

due to由于

find out查明，发现

have a word (with sb) (和某人) 说句话

keep track of跟踪

hold up坚持，阻碍，耽误

make sure确保，肯定

on its way途中

pick up提取，拾起

sourcing agent采购代理

step up (and do sth) 走上前 (并做某事)

be supposed to被期望，本应该

take responsibility承担责任

track sth down搜寻到，跟踪到

tracking system跟踪系统

实景对话1

A : Why haven't we received our order yet?We've as good as purchased the shipment, so we'd better keep track of where it is. Contact our sourcing agent to make sure the product is on its way.

B : I already did that.....They said they weren't sure, but told me I needed to call the shipping company to track down what happened to the order.

A : Isn't that their job?What are we paying them for, anyway?

B : Well, that's what I told them. But they weren't so helpful.So then I just called the shipping company myself.

A : And?What did you find out?

B : The shipping company said that the products haven't been picked up from the factories yet.

A : Are you kidding?We were supposed to receive the shipment three weeks ago ! And you're telling me it hasn't left the factory yet? ! Contact the manufacturer and see what's holding our order up.

B : Well, I did that, too. And.....

A : And?

B : They said that they already shipped our order three weeks ago.

A : What? !

B : So basically, that means the order is lost.

A : Lost? ! Well, somebody better step up and take responsibility here. Get the shipping agent on the phone for me

right now. I want to have a word with them about what they're going to do to take care of this disaster.

A：为什么我们还没有收到货？我们已经付过钱了，所以最好落实一下它在哪里。联系我们的采购代理确保我们的货已经在路上了。

B：我联系过了……他们说他们不肯定，要我打电话给船运公司查询订单。

A：那不是他们的工作吗？我们付钱给他们是要他们干吗的？

B：我也这么说他们。但他们帮不了什么忙。所以我自己打电话给船运公司。

A：然后呢？你找到了什么？

B：船运公司说我们的货物还没从工厂提取出来。

A：你在开玩笑吧？我们在3周前就应当收到货物了。现在你又告诉我说它还没离开工厂？！请联系制造商看货物到底搁在哪儿了。

B：我也联系了。但是……

A：但是什么？

B：他们说3周前他们就已经发货了。

A：什么？！

B：因此，基本上我们的货物丢了。

A：丢了？！那这儿最好有人主动出来承担责任。现在给我把电话接到船运代理。我要和他们谈谈看他们如何处理这个麻烦。

实景对话2

A：Hello, Ningbo Manufacturing, this is Lin Na, how can I help

you?

B : Hi Lin Na, this is George calling from Juno Toys. I wanted to find out what's happening to our shipment. Can you help me?

A : Sure, let me look up your information on our computer tracking system.

Yes, here it is. You have an order of 6000 matchbox cars?

B : Yes, that's the order we want to know about. Where are the goods now?

Where exactly are we in the transportation process?

A : Let's see.....The shipment is about to clear customs this week.

B : So it's already left the factory and made its way over here? That was fast !

What kind of tariffs will we have to deal with?How much is customs duty for our order?

A : I'm sorry, sir, I can't answer those questions for you, I can only tell you the status of where your order is. Perhaps you can try contacting your customs broker for more details about the duty you have.

B : Well, can you tell me when can we expect to receive our shipment?

A : Usually, unless there are some problems in clearing customs, it should only take a few days. You should receive your shipment by the end of the week.

B : Okay. Thanks for the information.I appreciate your help.

A : 你好，这里是宁波制造，我是林娜。有什么可以为你效劳的？

B : 你好，林娜，我是Juno玩具的George。我想知道我们的货怎么样了。你能帮我吗？

A : 当然。让我查一下我们的电脑跟踪系统。这里，找到了。你是订购了6000件火柴盒汽车吗？

B : 是的，那正是我们想了解的订单。货这会儿在哪儿？在运输的哪个环节？

A : 让我看看……货物应该是本周内清关。

B : 这么说货物已经离开了工厂而且在来这里的路上？那么快！我们要付哪种关税？我们要付多少关税？

A : 对不起，先生，我不能回答那些问题。我只能告诉你订单所在的状况。也许你可以联系你的清关代理人来了解更多的关于关税的细节。

B : 那你能告诉我预计什么时候会收到货物吗？

A : 通常，如果清关没有什么问题，应该几天时间吧。你应该在本周末收到货。

B : 好的。谢谢你的信息。我很感谢你的帮助。

十项全能之五 设计和生产 **Design and Production**

预测市场动向 **Predicting Trends**

在任何行业内，通过预测趋势（spot trends）就可能掌握什么即将成为热门（may be hot），从而指导产品研发和销售的方向。有很多技术可以用来收集数据，这种有针对性的数据收集被称作“数据挖掘”（data mining），在商界很盛行（take the business world by storm）。如何通过数据挖掘就能紧跟潮流（get on the bandwagon），参看如下内容：

收集信息（collect information）

要填充一个调查数据表（table of data）需要几年内的数据。预测未来趋势（future trend projection）不仅要参看目前的变化，还要结合长时间的数据库（database）。总之，有关过去的信息掌握越多，了解未来的情况就越多。

⊙What have we learned from our fishing expeditions?我们通过摸底调查都获得了哪些信息？

⊙This table highlights consumer trends over the last ten years. 这个表格整体反映了最近十年来的消费走向。

⊙Here's a look at what the spending habits of our target customers have been over the last year.

看一下这儿，在过去一年里我们的目标客户群体的消费习惯统计。

⊙Take a look at the numbers we've come up with.

看一下我们得出的数据。

⊙Take a look at the data we have coming out of the research.看一下我们通过调查得出的数据。

⊙Our projections should be accurate.....they're based on twenty years worth of data.

我们的推测应当是准确的，它们建立在20年的数据之上。

分析数据

通过收集来的信息分析有意义的模式。现代技术的使用将简化你的工作（make this easier on yourself），通过对数据的算法（algorithms）来分析市场和销售的变化，以及正在显现的（currently rising）趋势。

⊙We've determined a pattern in spending for this particular demographic.我们已经找到这个特殊消费群体的一种消费模式。

⊙Our target group has an established consumer behavior.我们的目标群体已经有了固定的消费习惯。

⊙This pattern of behavior is currently rising among our interest populations.这个行为模式正在我们的利益群体中增长。

⊙Current industry trends are.....目前的行业发展趋势是.....

⊙What's hot and what's not?什么热门？什么不热门？

⊙It looks like it's going to be the year for.....看上去.....年即将到来。

⊙What are our customers doing now?That will tell us what

they might be doing next.我们的消费者在做什么？那将告诉我们他们下一步将做什么。

⊙If we know which way this trend is going, we stand to earn a bundle.如果我们了解趋势，就一定会大赚一笔。

将数据图表化 (graph data)

通过视觉图形 (visual graphing) 更容易总结在一定时期内的变化。表格中可以包含你需要考虑的每种产品、每种表现和每种趋势。通过表格，数据挖掘的结果一目了然 (be clear at a glance) 。

⊙This graph clearly shows the direction we should be heading.这个表格清晰地反映了我们应当走的方向。

⊙Take a look at the graph.It illustrates the trends we should be paying attention to.看一下这个表格，它说明了我们应当注意的趋势。

判断

将数据挖掘图所显示的趋势变化，进一步评估可能延续 (continuance) 的走向，并撰写报告来具体说明。在背景数据指导下，观察变化细节，总结若干可能，通过集思广益的方式找出最佳可能性。

⊙While this might look like a rising trend among computer users, it is in fact a short term reaction to a local Internet glitch.

尽管表面上看这是电脑用户出现增长，但事实上这是对当地互联网故障的短期反应。

⊙The background on this explains why we don't have to take this data into consideration.

有关这个方面的背景情况解释了我们为什么不必考虑这个数据。

总结

谁能够对市场的变化做到“先知先觉”，谁就能抢占先机，引领行业的发展。主观臆断和理性推测的区别就在于后者是建立在大量的调查数据基础上。被挖掘的数据越多、越详细，做出的趋势判断就越可靠。图表的形式能更加清晰地体现趋势变化。

Words 单词表

accurate精确的，准确的

algorithm算法，计算程序

awhile一会儿，片刻

bandwagon风尚

demographic人口统计的

glitch故障

gravitation引力

guesstimate猜测，估量

highlight突出，强调

hot热点

pattern模式，图案

projection预测，推测

research研究，调查

spending支出，开销，花费

spike尖头

Phrases 短语表

based on基于，在.....基础上

come out of从.....中得出

earn a bundle赚很多钱，大赚一笔

environmentally friendly环保的，对环境无害的

environmentally responsible符合环境标准，有利环境

fishing expedition试探性调查，摸底

get on the bandwagon赶时髦，跟潮流

go green绿色环保

going a direction 朝某个方向走

gravitation towards被.....吸引

head a direction朝某个方向

market behavior市场行为，市场走势

ought to be应该

purchasing pattern采购模式，采购样式

take a look at检查，看一下

target population目标人群，目标群体

实景对话1

A : So you've been able to determine a pattern in spending for

this particular demographic?

B : Well, kind of. We have the data and I've run several algorithms on it , but it's a little hard to make sense of it all. One thing we do know, and we have known for some time is that our target group has an established consumer behavior. We are just looking for changes in consumer behavior so we can stay on top of the market.

A : What are our customers doing now? That will tell us what they might be doing next.

B : Not necessarily.....We've been able to track current trends, but it still takes some talent in guesstimating to know what future trends might be.

A : Take a look at the numbers we've come up with. What's this spike on the graph? It looks like an increase in purchase of computer support services over the last month. This tells us something about our target group. We can guess they are becoming more interested in technologically advanced products. This pattern of behavior is currently rising among our interest populations.

B : No. That's what I was saying about making informed conclusions.....While this might look like a rising trend among computer users, it is in fact a short term reaction to a local Internet glitch.

A : 那么你们已经总结出这些特别人群的消费模式了？

B : 嗯，一些。我们有这些数据而且我对其反复运算，但是很难说明所有问题。

有一件事我们是知道的，而且有了一段时间，那就是我们的目标群体已经建立了消费习惯。我们正在寻找消费习惯的变化，这样我们

就能把握全局了。

A：我们的消费者现在都在做什么呢？那会告诉我们他们下一步可能做什么。

B：不见得.....我们已经摸索到了市场的动向，但是还需要一些推测来知道未来的走向是什么。

A：看一下我们得到的数据，图表中的这个尖头是什么？看上去是上个月电脑辅助服务购买出现了增长。这就告诉我们一些有关目标群体的信息，我们可以猜测他们在高端科技产品上表现出了越来越强的兴趣。这个消费模式正在我们的利益群体中增长。

B：不，那就是我所说的为什么要做一个有根据的总结的原因。尽管表面上看这是电脑用户出现增长，但事实上这是对当地互联网故障的短期反应。

实景对话2

A：So tell me.....What's hot and what's not?

B：Take a look at the data we have coming out of the research. Based on our numbers, it looks like it's going to be the year for going green. We are looking at the purchasing patterns of our target populations. There's a gravitation towards increased spending on environmentally responsible products and services. The products we should be developing ought to be focused on this change in market behavior.

A：Are you sure your data is accurate?

B：Our projections should be accurate.....they're based on twenty years worth of data. Current industry trends have been going this direction for awhile. We'd better get on the bandwagon and start marketing our products in a more environmentally

friendly way.

A : Can I take a look?

B : Yeah. Here, this table highlights consumer trends over the last ten years.

And see, this graph clearly shows the direction we should be heading.

A : If we know which way this trend is going, we stand to earn a bundle.

A : 那么告诉我，什么最热门？什么不热门？

B : 看一下从调查中我们得出的数据。在这些数据看来环保年即将到来。我们观察我们的目标群体的消费模式，他们在环保产品和服务的消费上出现了倾向性的增长。我们研发的产品应当注重这个市场走势的变化。

A : 你肯定你的数据都准确吗？

B : 我们的推测应当是准确的。它们建立在20年的数据之上。目前行业已经朝这个方向发展了一段时间。我们最好跟上潮流并且开始让我们的产品更加环保。

A : 我能看一下吗？

B : 行，给你。这份表格集中反映了最近十年来的消费趋势。看，这个图标清晰地显示了我们应当朝那个方向走。

A : 如果我们了解趋势，就一定会大赚一笔。

新产品的研发 New Product Development

新产品研发 (new product development) 是将一个产品或服务投放市场的前奏。新产品的研发有两条平行的途径，一条包含构思衍生 (idea generation)、产品设计 (product design) 和工程细节 (detail engineering)。另外一条途径是市场调研和营销分析 (market research and marketing analysis)。新产品的研发是商业战略中产品生命周期管理 (product life-cycle management) 的主要部分之一，是市场份额保持或增长 (maintain or grow market share) 的动力。

构思的产生 (idea generation)

产品研发的第一步是构思的衍生，这一步也被称作是模糊前段 (fuzzy front end)。新产品的构思来源于SWOT分析法 (优势、劣势、机会和挑战 Strengths, Weaknesses, Opportunities & Threats)。另外的一些构思来源是市场和消费趋势 (market and consumer trends)、竞争对手比较、调查人群的提议、贸易展比较等等，这些都可以把一个灵感转化为一条生产线上的新产品。

☉Take a look at what the competition's doing.看一下我们的竞争对手在做什么。

☉We can get an inside look at what the current trends are by doing some basic research.

通过做一些基础调研我们可以深入了解目前的趋势。

☉We've gotten a lot of good ideas from the industry trade show.通过行业内的贸易展我们得到了很多好的想法。

☉Let's do a SWOT.....What are our strengths?

让我们做一个SWOT分析.....我们的优势在哪里？

☉Our strategy is to develop quality and competitive products.我们的战略是研发高品质和具竞争力的产品。

构思筛选 (idea screening)

不是任何一个突发奇想都可以转化为生产力。检验构思的可行性时通常要回答如下问题：消费者是否能够通过该产品受益 (benefit from) ？目标市场 (target market) 的规模和成长 (size and growth forecasts) 潜力如何？构思建立在什么样的销售和市场趋向 (industry sales and market trends) 基础上？技术的可行性如何？目标价格 (target price) 下的销售是否会盈利 (profitable) ？

⊙How are our target customers going to benefit from this product?我们的目标消费者将如何在这个产品上受益？

⊙What's going to happen in the target market in the next year or two?明年或两年之后目标市场上将发生什么样的情况？

⊙What kind of pressure can we anticipate from the competition?预计我们将面对什么样的竞争压力？

⊙Is the manufacture of this product technically feasible?这个产品的制作在技术上可行吗？

⊙What kind of profit can we expect?我们预期会有什么样的利润？

概念的发展和测试 (concept development and testing)

将构思概念转化为产品雏形 (physical prototype) 或实体模型 (mock-up) ，在此过程中了解制造工艺的可行性 (technically feasible) 以及成本。邀请专家和消费者代表对产品雏形进行评定和初步市场评估。

⊙Here's the prototype of our new product.这里有我们新产品的模型。

⊙Preliminary trials indicate our product will be successful in

reaching our target market.

初期的试销表明我们的产品将在目标市场上取得成功。

⊙Feedback from the consumer sources tells us that our product may not be as marketable as we had hoped.

来自客户的反馈信息表明我们的产品没有我们预期的那样受欢迎。

⊙How did the mock-up do with our test group?

实体模型在测试组中的反响如何？

⊙What did the focus group come up with?调查人群有什么结果？

⊙The size of the market indicates a large potential sales volume.市场规模显示一个巨大的潜在销售量。

⊙Our new products have been very successful in our test market.我们的新产品在测试市场大获成功。

产品定价和商业化推广 (product pricing and commercialization)

在初期的测试结束后，要初步计算产品的成本和盈利，结合市场预计价位。首先在一定的市场范围内对产品试销 (an initial run)，根据试销的结果来判断消费者的接受程度 (customer acceptance)。如果和预期结果相去甚远，则认真分析原因并改进；如果与预期结果相差无几或更好，则通过广告等促销手段大规模推广。

⊙The initial run in the test market turned out high customer acceptance of our product.

我们的产品在测试市场的试销得到了消费者的高度认可。

◎When the returns start coming in from our test run, we can start planning for a wider distribution.

当我们的试销反馈结果逐步传递进来时，我们可以开始计划扩大分销。

◎Here's the report from the product launch. Everything looks good. 这儿有我们的产品投放报告，看上去都还不错。

总结

新产品的研发不可能是横空出世，而是脚踏实地的结果。SWOT分析法有助于研究构思的可行性。从构思转化为产品不能闭门造车，而是要请专家和消费者代表共同分析并预计销售情况。市场推广不能是断然冒进，而是要在小范围内试销，根据结果不断调整。总之，新产品研发只有步步为营才能步步为“赢”。

Words 单词表

brainstorm 头脑风暴，集思广益

competition 竞争，比赛

competitive 竞争的，竞争性的

develop 发展，开发

excellent 优秀的，卓越的

expect 期待，预期

industry 工业的，行业的

interrupt 中断，打断

latest 最新的，最近的

mock-up模型

potential潜在的

prototype原型，雏形，样品

strategy战略，策略

substantial实质的，大量的

trade show贸易展

Phrases 短语表

current trend当前趋势

customer acceptance客户认可/接受性

fall apart四分五裂，崩溃

focus on集中精力到.....

get an inside look深入了解

Here's the thing情况是这样的，关键是.....

higher purpose更高目标

initial run首轮发行，初始运营

market share市场份额，市场占有率

product launch产品投放市场，产品上市

sales volume销售量，营业额

reach a market迎合一个市场

SWOT (优势 , 劣势 , 机会 , 威胁) 综合对比分析法

test group 试验组

to start with 首先 , 第一

work the bugs out (of sth) 攻克难关 , 克服困难

test market 测试市场 , 试销市场

实景对话1

A : How did the mock-up do with our test group?

B : Well, the mock-up went well with the test group, but later with the initial run in the test market, there was a low customer acceptance of our product. So that means feedback from the consumer sources tells us that our product may not be as marketable as we had hoped.

A : What exactly did the focus group come up with?

B : Here's the thing, both the focus group and preliminary trials indicated our product would be successful in reaching our target market. It wasn't until the initial run that things started to fall apart.

A : Could it be a problem with our test market? Are you sure it was a representative market?

B : That's worth looking into I think.....

A : Is that the prototype there?

B : Yeah, it is.....Do you want to take a look?

A : Sure, let me see it for a second. Hmm.....How are our target customers going to benefit from this product?

B : According to the focus group, the target consumer showed great interest in this version.....

A : Is the manufacture of this product technically feasible?

B : Our engineering team thought so.....I really hope we can work the bugs out of the test market. I'd really like to see this project be a success.

A : 实体模型在测试组中的反响如何？

B : 模型在测试组中反响良好，但随后在首轮发行中，客户对我们产品的接受度很低。那就是说，来自客户的反馈信息表明我们的产品没有我们预期的那样受欢迎。

A : 那调查人群有什么结果？

B : 问题就在这儿，调查和前期试销都表明我们的产品将会在目标市场上大受欢迎。但一进入首轮发行事情就开始急转直下了。

A : 是我们的测试对象没有选对吗？你们肯定它是一个典型的市场吗？

B : 我想这要好好了解一下.....

A : 产品雏形在吗？

B : 是的，在。你想看看吗？

A : 当然，让我看一下。嗯.....这个产品怎么让我们的目标消费群体受益呢？

B : 来自调查人群的结果是，目标消费群体对这个版本表现出极

大的兴趣。

A : 这个产品的制作在技术上可行吗？

B : 我们的工程团队认为可以.....我真希望我们能克服试销市场出现的困难，我很希望这个项目能够成功。

实景对话2

A : To gain more of the market share, we need to focus on new product development. Our strategy is to develop quality and competitive products.What kind of ideas do you have for me?Let's do a little brainstorming.

B : We can get an inside look at what the current trends are by doing some basic research.

C : Take a look at what the competition's doing. That's always a good way to come up with new ideas.

D : We've already gotten a lot of good ideas from the industry trade show.

A : That's good to start with.....Let's do a SWOT.....What are our strengths?

E : Sorry to interrupt your meeting, but I thought you'd be interested in the results of our latest product launch. Here's the report from the product launch.Everything looks good.Our new products have been very successful in our test market.

A : That's excellent news ! What kind of profit can we expect?

E : The size of the market indicates a large potential sales volume so our potential profit on this one is quite substantial.

A：为了争取更多的市场份额，我们需要集中精力到产品的研发上。我们的策略是发展高质量并有竞争力的产品。你们都有什么想法？让我们共同探讨一下。

B：我们可以通过一些基础调研来深入了解目前的趋势。

C：可以看一下我们的竞争对手在做什么。那通常是产生新想法的有效途径。

D：在行业贸易展上我们已经得到了很多的好想法。

A：这是一个很好的开始.....还是用SWOT分析法吧.....我们的优势有哪些？E：对不起打断你们的会议，但是我想你们会对我们最新产品投放市场的结果有兴趣。这是一份我们的产品投放报告，看上去都挺好的，我们的新产品在测试市场上取得了很大的成功。

A：真是个好消息！我们预期的利润如何？

E：市场规模显示销售量潜力很大，因此我们在这个上面的潜在利润十分可观。

专利设计 Design Patent

设计专利（design patent）是对一个实用项目设计所授予的专利。在美国，这被称作是外观设计专利。同样的概念在一些别的国家被称作外观设计注册（registered design）。虽然名称各异，但都起到了促进创新、保护知识产权的作用。通过下面的分析和例子，我们一同看看如何为设计申请专利。

搜寻

在国家专利商标局的网站上进行专利检索（conduct a patent search）。通过关键字和词组（keywords and phrases）来搜寻是否存在类似或完全一样的设计，这样可以避免在审核设计的过程中因为

被发现雷同而遭到拒绝。

◎Did you search to make sure there isn't anything similar already patented?你有没有查询并确保没有类似的已经是专利的内容?

◎This is an original idea.这是一个原创的想法。

◎What other keywords should I try searching under?我应该试着通过什么关键词来查询?

申请

从国家专利商标局网站下载并填写设计专利申请表，邮寄该申请表到网站上指定的地址。此后将收到个人记录的一个申请号（application number）和立案收据（filing receipt）。

◎The application is quite simple really.申请事实上非常简单。

◎The application is in the mail.申请已经邮寄出去了。

◎I've requested a file number for my patent application.我已经索取了一个我的专利申请的档案号。

◎What kinds of fees are involved in the registering of a patent?在注册专利时要付哪些费用?

◎Do we need to enlist the help of a lawyer?我们需要律师帮助吗?

◎This unique patented design is exclusively ours.唯一拥有专利设计的是我们。

◎Legally, they haven't got a leg to stand on.在法律上他们站不住脚。

⊙They say there's nothing new under the sun.他们说天下无新事。

⊙We need to file for a design patent because it protects our investment.我们需要为我们的设计申请专利，因为它能保护我们的投资。

⊙Having a design patent gives us a legal arm when dealing with copycats.拥有专利为我们提供了一个对付那些模仿者的法律武器。

设计图纸

在绘制设计图纸 (design drawings) 时要用墨水笔，并且包含不同角度 (different angles) 的描绘。专利审计人员在对比 (compare) 类似的已存在的专利设计时，会拒绝那些差别描述不够清晰或者完全一样的 (duplicate) 设计申请。

⊙Is the design clear enough in these technical drawings, or do you think I need another picture from a different angle?

设计在技术图纸上够清晰吗？或者你认为我需要一张别的角度的图纸吗？

⊙The application was rejected because the examiner found a duplicate design in the database.

申请被拒绝是因为审计员在资料库中发现了一张完全一样的设计。

回复及时 (respond in a timely manner)

在完成第一步的申请后，根据立案收据上的时间限制，及时回复当局是否还有资料要补充。当局在收到你的申请的那一刻起，你的发明和设计就已经在保护的有效期内了。

A : How's your patent application coming?

B : I've already applied and sent in my technical drawings. Now I'm just waiting to receive notice from the office.

A : 你的专利申请进展如何？

B : 我已经申请了并且已经把我的技术图纸寄去处理了，我现在只是在等他们办公室的消息。

总结

申请专利的目的不仅在于保护知识产权，打击抄袭剽窃，更重要的是从法律的角度来保护和促进技术的革新与进步。对于自己的智慧结晶应当及早提起申请。为了避免浪费时间，应当先了解同类型产品的申请情况，避免重复。此外，申请时附上清晰的图纸和详细的说明，会加快审核的效率。

Words 单词表

application 申请

copy 复制，拷贝

copycat 模仿者

exclusively 独家的，专门的

intend 打算，想要，企图

investment 投资

legally 合法地，从法律上

mostly 大多，大部分的

necessary 必要的，必需的

overseas海外的，国外的

protect保护

similar相似的，类似的

simple简单的，单纯的

unique独特的，唯一的

Phrases 短语表

be granted a patent被授予专利权

not have a leg to stand on站不住脚

enlist (sb's) help寻求（某人）帮助

get through (a process) 结束，完成一个过程

file for申请

have a legal arm拥有法律武器

house lawyer公司律师

in the mail在信里，在邮箱里

make a profit (on sth) (在某事物上) 赚钱

no matter无论

no reason why没有理由

There is nothing new under the sun天下无新事

private individual私营个体

receive notice接收通知

send in呈报，递交

technical drawings技术图纸

实景对话1

A : How's your patent application coming?

B : I've already applied and sent in my technical drawings. Now I'm just waiting to receive notice from the office.

A : Actually, I wanted to ask you a few questions about how you got through the patent process, because I'm looking into applying for a patent on some of the work I've done, too.

B : Really?The application is quite simple really.

A : I know. My application is in the mail.But I am not sure about how hard it is to actually be granted a patent once you've applied. Do I need to enlist the help of a lawyer?

B : Sometimes larger corporations enlist the services of their house lawyers to do it, but there's no reason why a private individual with a good idea should have to get a lawyer to be granted a patent. Did you search to make sure there isn't anything similar already patented?

A : Uh, no.....I didn't realize I had to do that.

B : It's always a useful step. With the first design I sent in for patenting, the application was rejected because the examiner found a duplicate design in the database. If I had done the search myself, I could have made the necessary adjustments and saved us all a little time.

A：你的专利申请进展如何？

B：我已经提出申请并且寄去了我的技术图纸，现在就等他们办公室的通知了。

A：事实上，我是想问你一些有关怎么申请专利的问题，因为我正在了解如何为我的一些作品申请专利。

B：真的吗？申请其实很简单。

A：我知道，我已经通过邮件寄去了申请。但是我不清楚申请之后得到专利授权会有多难。我是否需要向律师求助？

B：一些较大的公司会寻求内部律师来办这些事，但是作为一个有好点子的私人个体，没有必要为了得到专利去找律师。你查找并且确认过不存在任何类似的已经注册的专利吗？

A：哦，没有……我没有意识到我得那样做。

B：这一步很重要。我的第一个设计申请专利的时候，申请被拒就是因为审核者在资料库中发现一个完全一样的设计。如果我当时自己查询一下，我就可以做一些必要的调整，能够省一些我们的时间。

实景对话2

A：We need to file for a design patent because it protects our investment.

B：Is having a patent really necessary? Our products are mostly sold overseas, so it seems like we wouldn't have much to worry about.

A：No matter which country we intend to market our devices, we want to be sure we're covered. Having a design patent gives us a legal arm when dealing with copycats.

B : Well, what if we do have a problem with someone copying our design and trying to make a profit on it?

A : Once we've got our patent, this unique patented design is exclusively ours. If someone copies us, legally, they haven't got a leg to stand on.

B : They say there's nothing new under the sun. How do we know our idea isn't already copying someone else's?

A : I guess we'll find that out when we apply for our patent. The point isn't about who had the idea first, the point is who registers the patent on the idea first.

A : 我们需要申请设计专利，因为这样才能保护我们的投资。

B : 拥有专利真的那么必要吗？我们的产品大部分是销往海外的，所以看上去我们没有太多要担心的。

A : 不管我们向哪个国家销售我们的设备，我们都要确保得到保护。拥有专利为我们提供了一个对付抄袭者的法律武器。

B : 如果我们真碰上某人复制我们的设计并试图以此牟利该怎么办？

A : 一旦我们拥有专利，这个唯一的专利设计就只能是我们的。如果某人抄袭我们，他们在法律上就站不住脚。

B : 那他们会说天下无新事。我们怎么知道我们的想法就不是抄袭别的什么人的？

A : 我想在申请专利的时候我们就会知道会不会有这个问题存在。关键不在于谁先有那个主意，而在于谁先对这个主意拥有专利。

设计的策略 Design Strategy

设计的策略在企业发展和产品推广中起着至关重要的作用 (play an integral role)。它能帮助公司确定长期或当下 (both immediately and over the long term) 的使命和实现方式 (what to make and do)。这一过程涉及了设计和商业战略的互动 (interaction)。

新技术的应用

将新技术推广到市场 (marketing a new technology) 的时候, 设计的策略倍显功效。营销人员必须非常清楚推广技术的最有效 (most advantageous) 途径。他们可以通过对目标客户群体 (target consumers) 的市场调研来对新技术应用的设计提供指导意见, 使设计更充分地贴近消费者的需求和期望。

⊙The hybrid vehicle will sell better if we use a more economical design.如果我们使用更经济的设计, 动力混合汽车的销路会更好。

⊙What do consumers expect out of this new technology?消费者希望从这项新技术上得到什么?

⊙How we apply this new technology depends on what existing expectations our customers have.

我们如何应用这个新技术取决于我们消费者的期望是什么。

⊙We can be more responsive in our design.

我们的设计应该更多地响应市场需求。

⊙Would it be better if we.....

如果我们.....是否会更好。

⊙Our products are designed to meet a certain need.我们的产品设计是为了迎合一定需求。

⊙We've strategically planned our designing efforts to maximize potential profits.我们已经在战略上计划在设计方面加大投入，使潜在利润最大化。

⊙We are more prepared to bring this new technology to the market.我们以更充分的准备把这项新技术推广到市场。

确认目标产品

设计的战略能够帮助企业了解他们的产品或服务的着重点（be focused on），能够准确定位产品或服务 and 市场的最佳结合点。通过综合市场调查和对产品战略角度的设计，你能够更好地满足消费者的特别需求（meeting specific needs）。

⊙The purpose of this new product isn't to replace the old one.It is to meet a specific need that is not currently being met by your other products.

推出新产品的目的不在于取代旧产品，而是要满足一些我们现有其他产品无法满足的特别需求。

⊙If you focus your design to meet the specific needs of the consumer, you'll be sure to see a better result in the market.

如果你专注于通过设计来满足客户的特殊要求，你一定会见到更好的市场业绩。

⊙One-time-use cameras aren't intended to replace traditional cameras, but they do serve specific needs.

一次性照相机不是要取代传统的照相机，他们是要满足特殊的需求。

洞察所需

设计的策略能够将想法转化为可行性产品（workable

product)。如果你能够深入理解某一群体（certain population），你就能设计出符合（specifically targeted）目标群体的产品和服务。因此，设计的策略能将你的洞察结果转化为可行的解决方案（translate insights into actionable solutions）。

⊙Our target group is young adults.What do we need to do to get into their heads?

我们的目标群体是年轻人，我们怎么做才能了解他们所想？

⊙We know what retired people value.Let's try to translate that knowledge into a workable product.

我们了解离退休人们的价值取向，让我们将这种了解转化成可行性产品。

⊙Because of marketing research, we are more clear on how to innovate our production.

由于市场调研，我们更加清楚该如何对我们的产品进行创新。

⊙We've found that our products do better when we focus on using design to meet the needs of consumers.

我们发现，当我们集中精力通过设计来满足消费者需求的时候，我们的产品销售更好。

优先（prioritizing）

设计的策略能够帮助你找出最适合马上投入生产并推向市场的产品，以先后顺序实现潜在利润的最大化（maximize potential profits），而不是一次性投入全部的产品。对市场动向和设计策略的敏感（by being sensitive），能够帮助你优先（prioritize）发展优势产品。

⊙The first product set for launch is the U-Mod device.When

that takes off , we'll slowly introduce upgrades and accessories for the U-Mod.

第一个要投放的产品就是U型设备。当它迅速流行之后，我们会慢慢推出U型的更新换代产品以及配件。

◎Which of the products in our product line should we release first?

我们的产品中哪一个应率先投放生产线？

◎Marketing research tells us if we use Nexus-One as a starting point in our product line, it'll be like the domino effect.

市场调研告诉我们，将纳科斯-1作为我们生产线的起点将产生多米诺骨牌效应。

品牌（ **branding** ）

设计的策略能够将设计方案和一个企业的经营策略相联合。设计和品牌价值（ branding value ）取向一致的产品，能够争取到客户对品牌的支持。

◎Our brand management is closely associated with design development.我们的品牌经营和设计开发紧密结合。

A : Do you think this design reflects our branding values?

B : I can see the value of economy, practicality, and technology. Is that what we're looking for?

A : 你认为这个设计能反映我们的品牌价值吗？

B : 我能看到它在经济、实用和科技上体现的价值。那不就是我们追求的吗？

总结

设计的策略要建立在市场调查基础上，以迎合市场需求为目的。将经济和技术有效结合，兼顾外观和实用。通过新技术的应用和企业品牌，为赢取企业市场地位作出有利保证。

Words 单词表

certain确定的，某些的，一定的

adventurous大胆的

element元素，要素，元件

edgy尖利的，易怒的

eliminate淘汰

hybrid混合，杂交

innovate创新，革新

integrity完整性

potential潜在的，可能的

practicality实效，实用性

production生产，产品

redesign再设计，重新设计

reflect反映

responsive反应敏捷的

specific具体的，明确的

strategically 战略上

technology 技术，科技，工艺

Phrases 短语表

be responsive to sth 对某事做出反应

branding value 品牌价值

branding element 品牌元素

bring sth to the market 将某物投放市场，引入市场

in the market 在市场上

domino effect 骨牌效应，多米诺效应

maximize profit 利润最大化

maintain integrity 保持完整，维护完整性

meet a need 满足需求

see a result 查看结果

No kidding 不是开玩笑的

starting point 起点，起始点

look for 寻找

What's with that? 这有什么？

实景对话1

A : Do you think the new design of our hybrid vehicle reflects our branding values?

B : I can see the value of economy, practicality, and technology. Is that what we're looking for?

A : I guess so. Would it be better if we redesigned this part?

B : Yes, I think it would. Our products are designed to meet a certain need.

If you redesigned that area, it would still maintain the integrity of our branding element, but it would also be more practical. If you focus the design to meet the specific needs of the consumer, you'll be sure to see a better result in the market.

A : No kidding. That's why we've strategically planned our designing efforts to maximize potential profits. Because of marketing research, we are clearer on how to innovate our production. We are more prepared to bring this new technology to the market.

B : According to the marketing research, what do consumers expect out of the new hybrid technology?

A : From the data, we learned that the hybrid vehicle would sell better if we used a more economical design. Before we examined the data we had come up with a design that was adventurous and edgy. We thought that kind of an image would more closely fit the technology. But we were wrong. We needed to be more responsive in our design.

B : Really?

A : We've found that our products do better when we focus on using design to meet the expectations of consumers. Meaning that how we apply this new technology depends on what existing expectations our customers have. So we have come up with this new

design.

A：你认为我们的混合动力汽车的新设计能反映我们的品牌价值吗？

B：我看到它在经济、实用和科技上体现的价值。那不就是我们追求的吗？

A：我猜是这样的。如果我们重新设计这个部分会不会更好？

B：我想会的。我们的产品设计是为了迎合一定需求。如果你重新设计那个部分，那不仅能够保持我们品牌元素的完整性，还会让它更加实用。如果你拿出满足消费者特殊需求的设计，你肯定能看到更好的市场业绩。

A：没错，那就是为什么我们从战略角度上加大设计投入，实现利润最大化的目的。根据市场调研的结果，我们更加清楚如何更新我们的产品。我们将以更加充分的准备把新技术推入市场。

B：根据市场调研，人们最期待从新型混合动力技术中得到什么？

A：通过数据我们了解到，如果我们使用更经济的设计，混合动力车会卖得更好。

在研究该数据之前，我们曾推出一种大胆而前沿的设计。我们以为这样的形象才能更加体现高科技，但是我们错了。我们的设计应该更响应市场。

B：真的吗？

A：我们发现当设计能迎合消费者时产品销售就非常好。这就是说我们对新技术的应用要取决于消费者的期望，所以我们才推出了这款新设计。

实景对话2

A : I can't believe they're doing away with the Nexus Mp3 player. I thought that sales were still doing okay. But now they have the U-Mod Nexus-One.What's with that?

B : They're not doing away with the original Nexus. The purpose of this new product isn't to replace the old one. It is to meet a specific need that is not currently being met by our other products.

A : So they're not eliminating the original Nexus.....

B : No. But they're launching a new Nexus line.The first product set for launch is the U-Mod Nexus-one device. When that takes off, we'll slowlyintroduce upgrades and accessories for the U-Mod.

A : How do they know which of the products in the product line to release first?

B : Marketing research tells us if we use Nexus-One as a starting point in our product line, it'll be like the domino effect.

A : 我真不敢相信他们竟然要放弃纳科斯Mp3播放器。我以为销量一直还不错呢。但是他们现在有U型纳科斯-1，那是怎么回事？

B : 他们没有放弃原先的纳科斯。推出新产品的目的不在于取代旧产品，而是要满足一些我们现有其他产品无法满足的特别需求。

A : 那他们不是在淘汰原有的纳科斯.....

B : 不是的。但是他们正在投放一条新的纳科斯生产线。他们第一个要投放的产品就是U型纳科斯-1。当它迅速流行之后，我们会慢慢推出U型的更新换代产品以及配件。

A : 我们怎么知道我们产品中哪一个要率先投入生产？

B：市场调研告诉我们，如果我们将纳科斯-1作为我们的产品生产线的起点，那将产生多米诺骨牌效应。

生产计划 **Production Planning**

生产的计划是将调度、估算和预测产品需求（forecasting the future demands）等融为一体的过程，受客户订单、生产能力和仓储能力等条件的限制。主要的生产计划方式有三种：分工（job）、批量处理（batch）和流水线（flow）。每一种都有优点和缺点（advantages and disadvantages）。

分工法（**job method**）

这种生产计划是针对某些客户定制规格较高（customer specifications）的产品，规模小但要求工人技能水准高（required skill-set），有时候需要一些特定的设备（specialized equipment）。这种方法的特点是任务划分到人，各负其责。在生产环节可以根据设计的要求对任何一个部分随时进行调整。

⊙Before progressing to the next stage in production, we need some feedback from the clients.

在进入生产的下一个环节之前，我们需要客户的反馈信息。

⊙Is this along the lines of what you had in mind?

这和你设想的有出入吗？

⊙I can make some changes to the design, if you would rather have it another way.

如果你有别的思路，我可以在设计上做改动。

⊙How much room do we have for specialization on the design?
在设计的规格上我们有多少空间？

⊙Each product should be unique.每个产品都应该是独一无二的。

⊙We must have these items produced strictly to our specifications.我们的产品必须严格按规格生产。

⊙There's no room for error.没有犯错误的余地。

⊙Can we get these made in green?我们能够让它们更加环保吗？

批量处理法 (**batch method**)

随着业务量的增长，生产量 (production volumes) 也不断增长，要求将整体任务划分成不同的工作部分 (division of work)。只有在前一部分的工作完全结束后，第二部分才可以进行，通常电子类产品按照这个方法制造。每个环节要求对该领域有专长的人手 (specialization of labor)。

⊙I'm in charge of the layout. Bill handles the next part of production.我负责排版。Bill负责生产的下一部分。

⊙I can't complete my work on this project until you finish the first part of production.

在你完成第一部分的生产之前，我没法完成我在这个项目上的工作。

流水线法 (**flow method**)

与批量法类似，区别在于间歇性。批量法是一部分工作完成后整体转入下一部分，而流水法是各个部分同时进行，无间隙 (time lags and interruptions) 生产。该生产法的目的在于提高流程速度，降低劳动力成本 (labor costs)。组装生产线 (assembly lines) 通常用到这种方法。产品的各个部分同时在生产并一次性组装成型。

⊙Assembly line work saves time and money.组装生产线既省时

又省钱。

◎We can improve our rate of production by training workers to work better in the assembly lines.

我们培训工人在生产线上更高效地工作，以此来提高生产率。

◎Our assembly line technicians are top notch.

我们生产线上的技工水准一流。

大规模投产 (**mass production**)

大规模投产是一种特殊的 (specialized type) 流水线法，针对大量的标准化产品 (standardized products)，例如食品、家用电器、汽车等等，通常由传动带 (conveyor belts) 将部件运送给技工来进行重复性的工作 (repetitive tasks)。大规模投产的好处是以较少的劳动力来实现高效率的生产 (rate of production)，缺点在于需要大量资金来购买自动化设备。

◎While mass production can help maximize profits, you'd better be sure about your marketability before you start production.

尽管大规模投产可以帮助实现利益的最大化，你还是最好在开始生产前确保你的市场销售能力。

◎It's hard to get started in mass production because you need a lot of machinery.

开始大规模投产很难，因为你需要大量设备。

◎Production and profits are through the roof, all thanks to our assembly lines.

生产量和利润都很出色，这都归功于我们的组装线。

◎We need assurance that there's a significant market potential out there before we start production.

我们在开始生产之前得先确保存在一个巨大的市场。

总结

生产计划就是按照不同排列组合，实现效率的最大化。无论是以人员为参考的“分工法”，还是围绕生产环节考虑的“批量法”，以及注重生产整体性配合的“流水线法”，还有实现高效率 and 低成本双丰收的“大规模投产法”，都要根据客户的要求、任务的侧重点和现有条件来综合考虑。

Words 单词表

assurance 保证，担保，保险

consider 考虑，认为

costly 昂贵的，价值高的

customization 客户化，定制

feedback 反馈，反应

marketability 市场能力，市场销售能力

overhead 费用

responsive 响应的，敏感的

sample 样品，样板，实例

specialization 专业化，特殊化

technician 技术员，技师

trinket小玩意，小件饰物

unique独特的，唯一的

strictly严格的，严谨的

Phrases 短语表

along the lines of根据，依照

be through the roof穿过屋顶，形容销量大增，飞涨

assembly line装配线，安装线

change (sb's) mind改变想法

Don't get me wrong.不要误解我的意思。

end up with.....以.....告终

get yourself into让自己成为，让自己得到

have in mind想到，考虑到

have room for有空间，有余地

have your heart set on一心一意做

market potential潜在市场

mass produced大量生产，大规模生产

off the production line下生产线

rash decision草率决定，仓促的决定

the way to go要走的路，要用的方式

maximize profits利益最大化

production cycle生产循环，生产周期

speaking of谈到，说起

top notch顶尖的

You've got a good point there.所言极是。

实景对话1

A : Now that we've invested all this time and energy into product development, we have to start thinking about production. What is the best way to bring our product to the market?I have been thinking that mass production might be the best way to go.

B : You might want to consider carefully before making any rash decisions.

You know, while mass production can help maximize profits, you'd better be sure about your marketability before you start production. Otherwise you'll end up with thousands of unsellable plastic trinkets.A wrong decision on production planning can be very costly.

A : You've got a good point there. We need assurance that there's a significant market potential out there before we start production.

B : That's not the only consideration you'll have to make. You'd also better think about whether you might want customization, or if you want to make changes in the course of the production cycle. It's true that assembly line work saves time and money, but it does

have its limitations.

A : We must have these items produced strictly to our specifications, so maybe it might be better to think about production methods.....

B : Don't get me wrong, I'm not trying to change your mind about mass production if it's what you have your heart set on. I just think you'd better plan carefully.It's hard to get started in mass production because you need a lot of machinery and overhead.It's quite an investment and I think you ought to be aware of what you might be getting yourself into.

A : 既然我们已经在产品研发上投入了很多时间和精力，我们必须开始考虑生产。把产品推向市场的最好途径是什么？我一直在想也许大规模生产是最好的办法。

B : 在做仓促的决定之前你也许应该三思。你知道，即便大规模投产能够帮助实现巨额利润，你最好在开始生产之前先确保存在一个巨大的市场。否则你就得面对成千上万的卖不出去的塑料饰品。一个错误的生产决定代价是非常昂贵的。

A : 你所言极是。我们在生产之前得先确保巨大的市场潜力。

B : 那还不是你唯一要考虑的问题。你也得考虑是否应该定制，或者应该在生产周期内做一些变动。装配线生产省时又省钱是事实，但是它也有它的不足之处。

A : 我们的产品必须严格按规格生产，也许应该考虑生产方式.....

B : 你别误解我的意思，如果你真是一心一意想这么做。我只是在想你最好慎重规划。我不是想改变你的大规模生产的想法，大规模投入生产很难，因为你需要大量的设备和费用。那是不小的投资，因此我想你应该了解你将面临的后果。

实景对话2

A : Here's a sample off our production line. Is this along the lines of what you had in mind?I can make some changes to the design if you would rather have it another way.

B : How much room do we have for specialization in the design?Each product should be unique. We aren't looking for mass produced items here.

A : Not to worry, our assembly line technicians are top notch. We improve our quality of production by carefully training workers to perform better in the assembly lines.

B : Assembly lines?How can you use assembly lines and still get a unique product?

A : Like I said, not to worry. Our production methods are unique, it allows us to be responsive to the needs and specifications of our customers. We use a batch method of production, so each technician on the line is responsible for a specific area of expertise.At any point in our production, we can make changes and incorporate the feedback from our clients.

B : I see.....

A : Here, let me show you. Jane here is responsible for the layout.Bill handles the next part of production. He can't complete his work on this project until Jane finishes the first part of production.Before progressing to the next stage in production, we need some feedback from the client.

B : Speaking of feedback, Can we get these made in green?

A : 这是我们生产线上的一个样品。和你设想的一致吗？如果你

觉得还有些别的思路，我可以再调整设计。

B：在设计的规格上我们有多大空间？每一个产品都是独特的。我们在这块儿要的不是大规模生产。

A：别担心，我们组装线上的技工都是一流水准的。通过认真培训，工人在组装线上更好地工作，我们提高了生产质量。

B：组装线？你怎么能够使用组装线还依然得到特色产品呢？

A：正如我所说的，别担心。我们的生产方法是独一无二的，这允许我们根据客户的规格和要求做出调整。我们使用批量的生产办法，线上每一个技工都负责一个他们擅长的领域。无论在生产的哪一个点上，我们都可以进行调整来配合客户的反馈。

B：我明白了……

A：在这儿我给你介绍一下。Jane在这里负责排版，Bill负责生产的下一环节。在Jane没有完成生产的第一步工作之前，Bill没有办法完成他的工作。在进入生产的下一个阶段之前，我们需要先得到客户的反馈。

B：说到反馈，我们的产品能否更加体现环保？

质量检验程序 **Quality Process and Procedure**

在商业中，质量是指产品或服务满足其最终使用目的和客户需求（expectations）的程度。质量管理包含对生产过程中（under development）半成品和生产结束后成品的质量控制，是企业市场中处于不败之地的法宝。

质量保证（quality assurance）

质量保证就是要确保产品和服务以合格的条件和状态来满足最终用户（end-user requirements）的需求。生产过程的质量保证方式包

含：首先，原材料（raw materials）质量合格。其次，生产环节中（operational procedures）员工的技能和经验满足生产高质量产品的要求。最后，对于满足或超越标准（meets or exceeds standards）的工作要有一套奖励（incentives）机制。

⊙Can you guarantee the level of quality coming out of your factory?

你能担保从你们工厂出来的产品质量吗？

⊙The production in our factories uses only the highest quality materials.我们工厂在生产过程中只使用质量最高的材料。

⊙Our process starts with only the finest in raw materials.最棒的原材料是我们工序的开端。

⊙We maintain quality assurance by complying with a strict operational procedure.

我们通过严格的操作程序来确保质量。

⊙Quality output from our employees is recognized and rewarded.员工做出高质量产品将得到表彰和嘉奖。

⊙We administer quarterly competency exams to keep our technicians up to date on the latest advancements.

我们每个季度组织考核竞赛来保证我们的员工跟上最新的发展。

⊙If you put your trust in our quality, you won't be disappointed.如果你信赖我们的质量，你将不会失望。

⊙Quality assurance is guaranteed.我们的质量是有保证的。

质量控制（quality control）

质量控制就是以规定的标准测试产品的达标程度，并做相应的调整以保持最好的状态。把次品率或差错率（margin of error）降至最低就是质量控制的目标，这一理想目标（lofty goal）的实现过程需要严谨（stringent）的态度。

◎We have quality control experts who do random sampling of our products along multiple points in the assembly line.

我们有质量监控专家沿着流水线的不同点随机抽查产品。

◎The statistical probability of substandard products coming off the line is 3.4 one millionths. That's a very low margin of error.

生产线上下来的不合格产品的统计概率是百万分之三点四，这是一个非常低的次品率。

◎We can guarantee the end-product is up to your expectations because we have so many quality control checks in place.

因为我们目前有很多的质量监控，我们可以确保最终产品符合你的期望。

◎We meet and exceed all the applicable safety regulations.

我们达到并超越了所有的可行性安全规则。

◎With quality control, our reputation speaks for itself.对于质量控制，我们的声誉说明了一切。

◎Some of the measures we have in place include quality control experts that stand on the production lines.

我们一些措施包括目前在生产线上的质量监控专家。

质量提高（quality improvement）

质量提高是涵盖产品、生产过程和人员等各方面因素的整体过程。根据你所在的行业具体情况，制定并完善制造工艺（manufacturing enhancements）、改进设备性能、引进新的技术和设备、重新审核商业惯例等都是完善产品质量的方法。

◎We need to continually examine our current business practices to see if there is any room for improvement.

我们需要不断地检查现行的商业惯例，看是否还有改善的空间。

◎To improve the quality of our production even more, we are instituting programs for manufacturing enhancements.

为了进一步提高我们产品的质量，我们正在执行完善工艺的项目。

总结

产品质量的重要性对于任何一个眼光长远、胸怀抱负的制造商或企业家都有着不言而喻的重要性。把握原材料的品质，严格监控将次品率降至最低，通过奖励机制或企业文化强调质量的重要性、加强工艺水平或改良商业惯例，最终出来的产品一定会受到广泛的好评。

Words 单词表

applicable适当的，可应用的

brand商标，品牌

comply遵守，服从

consultant研究员，顾问

institute着手，执行

enhancement增加，提高

glitch故障

guarantee担保，保证

persnickety爱挑剔的

plummet骤然跌落，暴跌

probability概率

ruined破坏的，毁灭的

shoddy假冒伪劣的，次劣的

similar类似的，相仿的

slogan标语，口号

statistical统计的

Phrases 短语表

all the sudden突然

along the way一路上

be for naught化为乌有

be granted a patent被授予专利权

be known for.....因.....而被认可/认知

be committed to致力于，委身于

creep up慢慢上升，逐渐增长

have a glitch in the system系统出现故障

meet a regulation 满足/符合规定

random sampling 随机抽样

reputation speaks for itself 声誉不言自明

You betcha ! 没错 ! 那还用说 ?

come off the assembly lines 从组装线上下来的

get a clue 得到线索/头绪

I just don't get it. 我只是不明白这一点。

margin of error 误差范围

poor quality 质量差

raw material 原材料, 生产原料

substandard product 不合格产品

实景对话1

A : Actually, one area that I am especially interested in is your quality assurance and control procedure. Will we get a chance to see some of those on our tour today?

B : You betcha !

(Later, at the assembly lines)

A : Starting with quality raw materials is just the beginning. As the materials enter the production line, we maintain quality assurance by complying with a strict operational procedure. We have quality control experts who do random sampling of our

products along multiple points in the assembly line.

B : What kind of margin of error are you seeing?

A : The statistical probability of substandard products coming off the line is 3. 4 one millionths. That's a very low margin of error.

B : Very impressive !

A : Well, even though we maintain a very high standard of quality, we are still very committed to continued quality improvement. We continually examine our current business practices to see if there is any room for improvement.

B : Quality improvement?What do you mean by that?Can you give me an example?

A : Well, one example is a new policy on technical standards for our workers.

Starting this year, we administer quarterly competency exams to keep our technicians up to date on the latest advancements. We also have incentive programs for employees.Quality output from our employees is recognized and rewarded.

A : 事实上，我特别感兴趣的是你们的质量保证和控制程序。我们在今天的参观中有机会看一些相关内容吗？

B : 当然没问题。

(随后，在流水线旁)

A : 采用高品质的原材料只是一个开端。随着原材料进入生产线，我们通过严格的运转程序来确保产品的高质量。我们有质量监控专家沿着流水线的不同点随机抽查产品。

B：你们看到什么样的差错范围？

A：得出的不合格产品的统计概率是百万分之三点四。差错范围非常小。

B：太令人赞叹了！

A：即便是我们保持一个很高的质量标准，我们依然积极投身于继续改善质量。

我们不断检查目前的商业惯例，看是否还有改善的空间。

B：质量改善？你指的是什么？你能给我一个例子吗？

A：比如我们针对工人的技能水准新政策。从今年开始，我们每个季度组织考核竞赛，以此来保证我们的技工能跟上最新的发展。我们也有针对员工的激励计划，员工做出高质量产品将得到表彰和嘉奖。

实景对话2

A：Our quality process and procedure needs review. There's a persnickety creep up in our margin of error. Our customers know us for our quality. In the past, with quality control, our reputation spoke for itself. But if the quality of our products continues to plummet, then our brand is ruined! All of the investment we have put into branding and brand development will have been for naught!

B：That's right. Our slogan, after all is, "If you put your trust in our quality, you won't be disappointed." But lately, with the problems we've been having in quality assurance and control, we're disappointing our customers with shoddy product.

A：I just don't get it. We meet and exceed all the applicable

safety regulations.

The production in our factories uses only the highest quality materials. I don't know where the glitch in our system is. Why all the sudden such poor quality products came off the assembly lines.

B : We haven't made any changes in the way we've done our production, but the result is an increase in substandard products. I haven't got a clue what's causing the trouble either. Maybe we should call in for a quality improvement consultant to help us out.

A : That's not such a bad idea. We need to review our quality assurance and control and seek for ways of quality improvement. If we can't figure it out ourselves, maybe we do need a quality improvement expert.

A : 我们需要检查质量过程和程序，我们的差错范围在逐渐扩大。我们因为品质而著称，在过去，通过质量控制我们获得了好声誉，但如果我们的产品质量继续大幅下跌，那我们的品牌就毁了，我们为品牌打造和发展上的投资都将付诸东流。

B : 有道理。毕竟，我们的口号是“如果你信赖我们的质量，那你一定不会失望”。但最近由于在品质保证和监控上的问题，使得客户因为这些残次品而对我们失望。

A : 我就是搞不懂。我们达到并且超越了所有可行的安全规定。我们工厂在生产过程中只使用最高质量的材料。我不知道系统中哪里出了问题，为什么突然间会有那种劣质产品从流水线上下来？

B : 我们的生产方式一直都没有做任何调整，但结果是次品量上升。我也不知道问题的症结在哪里。也许我们应该寻求一个质量改良顾问来为我们解惑。

A : 听上去倒是个不赖的主意。我们需要检查我们的质量保证和监控并设法提高质量。如果我们自己找不出来，也许我们真的需要一

个质量改良专家了。

十项全能之六 公司财务 **Company Finance**

做预算 **Budgeting**

销售量 (actual sales) 和开支 (actual expenses) 都可能在预算之外，利润也可能和预算相去甚远 (way out of balance)。那我们为什么还强调预算的重要性呢？因为预算反映企业未来一定时期内财务状况、经营成果以及现金收支的指标。经营者能通过预算掌握生产进度和财务状况，及时纠偏补漏。

建立预算表格 (budget format)

收集公司的财务报表 (financial statements)，以此确保预算项目的完整性。如果没有财务报表，那就尽可能列出可能涉及的项目，包括差旅费、邮寄费、工资、奖金、外聘酬劳、招待费、娱乐费等。之后，在电子表格 (spreadsheet's page) 的左手边 (left-hand side) 按照时间顺序建立项目列 (vertical column)。一些小企业通常建立12列。每一横行按时间填写花费内容。建议在项目列旁空出一列，填写实际的收入和支出 (revenues and expenditures)，以此审核与预算的差额。

◎We can guestimate that our expenses this year will be along the same lines as last year.

我们可以估算我们今年的开支和去年基本持平。

◎How much did we budget for travel allowance?我们对旅行津贴的预算是多少？

◎Our greatest expense is salaries and wages.我们最大部分的开

支在月薪和时薪上。

◎How's the budget coming?预算结果如何？

销售收入和别的收入 (**sales and other revenues**)

在做销售收入和别的收入的预算时，要考虑季节性因素 (**seasonal implications**)。例如对零售商 (**retailer**) 而言，节假日，尤其是国家统一的节假日无疑是销售的旺季，销售额应当明显区别于别的月份。作为会计应当留意类似于申报所得税 (**income tax filings**) 等财务活动期限。总之，不应忽视销售的各种外力因素。

◎What can we anticipate as far as sales go this month?我们预计这个月的销售情况如何？

◎We estimate nearly 30%of our annual revenue comes during the New Year Festival period.

我们估计30%的年收入都来自新年节假日期间。

成本和开支 (**costs and expenses**)

成本是实现销售的广义上的花费，体现为材料费、水电费、运输费和工资、奖金等。开支则更加广义 (**general in nature**)，包含办公用品、邮寄费、电话费和租赁费等。

◎We were under cost last month, but some unexpected expenses ate up whatever buffer we had.

我们上个月的成本在预算之内，但意外的费用消耗了备用金。

◎How much was our telephone bill last month?

上个月的电话费是多少？

◎Last year we went over budget by 20%on materials alone.去

年我们光是在材料上就超出预算20%。

⊙We don't have adequate funding ! 我们没有足够资金 !

⊙Looks like we've just barely broken even this year.看上去今年刚刚勉强盈亏相抵。

⊙We've done our best to estimate expenses.我们已经竭尽全力来评估开支了。

经营报表 (**operating statement**)

经营报表数据也被称作是营业损益表 (profit and loss statement , 简称 P & L) 。销售额减去成本和花销等于税前收入 (pre-tax income) 。如果去年有盈利 , 那就还应当加上一项预算——税收 (taxes) 。

A : So if we add up all the money in and subtract all the money out, are we still making money?

B : Not only are we breaking even, but we even have a little bit of profit.

A : 如果我们加上所有的收入并减去所有的花销 , 我们还赚钱吗 ?

B : 我们不仅保本 , 还有一点盈余。

⊙Let me take a look at the breakdown.让我看一下明细表。

⊙Did we make a profit?我们盈利了吗 ?

资产负债表 (**balance sheet**)

一般是将资产变化 , 如预计应收账款 (accounts receivable) , 按先后顺序列在表的左方 , 将负债和业主权益列在表的右方。左右两

方的数额相等。

◎Don't despair, we still have over\$50,000 sitting in accounts receivable.不要绝望，我们仍有超过5万美元的应收账。

◎How can we collect on the accounts that are still owed?我们怎样才能将欠款收回？

◎Our balance is positive, so that's good news.我们的收支呈积极态势，这是个好消息。

总结

预算不是未卜先知，但是能够通过数据的分析掌握一定时期内的经营状况和财务走向。销售业绩的预算不可能完美无缺，但是应当尽可能全面地考虑各种影响因素，得出相对准确的数额。成本和开支可以参考往年的记录，不要遗忘税收项目。

Words 单词表

anticipate预期，预测

barely勉强，只不过

bleak惨淡的，令人沮丧的

breakdown明细表，分类细账

estimate粗略估计，估算

expenses开支，费用

hurting手头拮据的，处境困难的

participate参与，分担

salary工资（月薪）

subtract减去

wage工资（周薪）

windfall意外收获，一笔横财

Phrases 短语表

account receivable应收账

along the same lines按照同样的思路

break even盈亏平衡，保本

cut back on削减，减少

cut the budget削减预算

in a row连续，一个接一个

add up加起来，合计

boon month销售旺季

budget for sth对于某事预算

cut corners节约，偷工减料

go over budget超出预算

lay off裁员，解雇

look forward to期待，盼望

make profit盈利，获利

negative balance负平衡，结余为负数

take a look at sth看一下某事

sit on (money) 拖欠 (欠款)

travel allowance 差旅津贴

实景对话1

A : How's the budget coming? Let me take a look at the breakdown.

B : I'm almost done.....We've done our best to estimate expenses. We can estimate that our expenses this year will be along the same lines as last year.

A : Last year we went over budget by 20% on material alone. Looks like we've just barely broken even this year. How much did we budget for travel allowance?

B : Last year we spent a little over \$5000 on travel. This year we should have less, because there won't be as many trade shows to participate. Our greatest expense is salaries and wages.

A : That's much harder to cut back on, because to do so we'd have to lay people off. That's not a good thing. I'd rather try to cut the budget some other way if we're really hurting. We can't cut corners with our employees.

B : Hopefully, it won't come to that.

A : So if we add up all the money in and subtract all the money out, are we still making money?

B : Not only are we breaking even, but we even have a little bit of profit.

A：预算结果怎么样？让我看看明细表。

B：我差不过就做完了……我们已经尽力估计开支了。粗略估计今年的开支将和去年的基本持平。

A：去年我们光是材料就超预算20%。看上去我们今年不过勉强盈亏相抵。旅行津贴的预算是多少？

B：去年我们花了5000多美元在旅行上。今年因为没有那么多的展销会要参加，所以会花得少一些。最大的开支在工资上。

A：那很难削减，因为这样会让很多人下岗。那可不是什么好事情。如果我们处境困难，我宁愿尝试通过别的方式来削减预算，但不能从员工身上克扣。

B：希望不会出现那样的情况。

A：那如果加上所有的入账并减去所有的花销，我们还赚钱吗？

B：我们不仅可以保本，而且还有一点盈余。

实景对话2

A：What can we anticipate as far as sales go this month?

B：This month has been pretty bleak. We might come up with a negative balance this month, which makes two months in a row.

A：That's not good……what are we going to do?

B：Well, don't despair, we still have over\$50,000 sitting in accounts receivable.

A：How can we sit on a sum that size?We've got to get our customers to pay their bills! How can we collect on the accounts that are still owed?

B : Talk to the billing department. That's their job. But don't worry. We also have another windfall coming that might save our accounting ledger.

A : What's that?

B : Next month is boom month for sales. We estimate nearly 30% of our annual revenue comes during the New Year Festival period.

A : Well, that's something to look forward to at least.

A : 这个月预期销售额如何？

B : 这个月实在太惨了。我们可能出现负差，这种情况已经持续两个月了。

A : 那可不太好……我们怎么办？

B : 哦，不要绝望，我们仍然还有超过5万美元的应收款。

A : 怎么会有那么多的应收款？我们必须让客户付账！怎么才能把欠款收回来？

B : 得和结算部谈。那是他们的工作。但是别着急，我们也有一笔意外收获来补救我们的总账。

A : 那是什么？

B : 下个月是销售旺季，我们预计年收入的30%都将在新年期间产生。

A : 嗯，至少还有些期待。

财务结算 Accounting

如果你想掌握 (get a grasp on) 公司的收益和支出 (ins and outs) 情况, 应该学习基础的结算知识和会计循环 (accounting cycle) 步骤。通过损益表 (profit and loss statement) 你就知道盈利或亏损的大致情况, 为公司发展制定决策时就有了一个财政参考基础。

分析 (analyze)

会计周期中的分析环节包含所有收入和支出的文件, 要对所有收据进行分类 (categorizing all receipts)。这些文件包括银行对账单 (bank statements) 等。

⊙Take a look at these bank statements.看一下这些银行的对账单。

⊙Somehow we're coming up short.I'll have to go over the ledgers again.不管怎么算账都对不上。我要再审查一遍分类账。

⊙Here's all the bank statements from last year.Good luck with getting them all organized !

这里有去年所有的银行对账单。要整理好这些免不了费神。

⊙Do you have the receipts from all expenditures this month?I have to enter them into the system.

你有没有这个月的所有支出收据, 我得录入我的系统中。

⊙These receipts are for the month of June.

这些收据是六月份的。

日记账

普通日记账 (General Journal) 用来登记一般经济业务的序时账 (Chronological account)。经济业务发生时, 应按先后顺序逐日记

入普通日记账，再根据日记账过入分类账（a ledger），然后在“过账”栏内注明“√”符号，表示已经过账。这样就可使记账的错误和遗漏减到最低程度，便于日后根据业务发生的时间进行查核。普通日记账的主要内容是会计分录，这是一个复式记账系统（double-entry system）。它的特点是设有借方（debit）和贷方（credit）两个金额栏，这种日记账的优点是可以将每天发生的经济业务逐笔加以反映。企业主对业务发展情况一目了然（at a glance）。

◎How much should I credit for this transaction?这笔交易我要存入多少？

◎Are you done recording the transactions into the general journal?你把交易都录入普通日记账了吗？

◎This accounting software automatically posts the information I enter.It saves me a lot of time.

这个会计核算软件将自动录入我输入的信息，省了我不少时间。

◎What is the account balance for the Simmons account?

Simmons账户的余额是多少？

试算表（**trial balance**）

试算表通常将总分类账中各账户的余额（balance）或总额（current dollar amount）汇列于一表，予以结计加总，以确定借、贷两方总数是否相等；其数字虽未经整理、修正、精算，不能完全代表企业的财务状况和经营成果，但却可以粗略地显示其营业概况。

A：You should be keeping a running tally on the totals for each individual account.

B：Don't worry. I'm in the middle of compiling a list of the current dollar amounts of all the company accounts. You'll have a

good idea of your assets in about two minutes.

A：你们应当将每份账目记入流水账。

B：别担心。我正在整理一份公司所有账目总额的清单。两分钟后你将对你的资产有一个乐观的看法。

调整账目 (**adjust entries**)

有一些交易要通过支票或信用卡，这时就包含了利息、手续费或别的费用 (interest, finance charges or prepayments)。这些费用是在上述账目之外的，就应当将其归入分类账中。充分补充或相应调整后，将产生一个新的试算表 (adjusted trial balance)。

⊙Have you included the interest received in your trial balance?
你有没有把利息纳入你的试算表里？

⊙What kind of finance charges are we looking at?我们现在看的是什么手续费？

⊙Have you readjusted the figures?你有没有重新调整过数据？

⊙I have yet to make the adjustments.我还没有做调整。

报表 (**statements**)

通常结算结果要体现为4份财务报表 (four financial statements)，企业主、投资者或相关单位将通过该表对经营态势 (health of the business) 有个清晰的认识。4份报表分别是：损益表 (Income Statement)、盈余表 (Statement of Earnings)、资产负债表 (Balance Sheet) 和现金流量分析表 (Cash Flow Analysis)。一些企业每月都做相关统计，年底再做一次总表。

⊙According to the Statement of Earnings, our current profits are up.根据我们的盈余报表显示，我们目前盈利。

⊙What's our current balance?

我们目前的盈余是多少？

⊙After we record the credits, things should look a little better.
在我们录入贷款之后，情况看上去要好一些。

⊙The quarterly financial statements just went out in the mail this morning.季度财务报表今天早上通过邮件发出去了。

⊙Once a year, we've got to compile all our data and prepare statements for the investors.

每年我们都得整理所有的数据，为投资者提供报表。

⊙Where are you in the accounting cycle?

你们账目循环进行到哪一步了？

结账 (**closing the books**)

在财政年度年终，企业主都会总结一年的账目并封存，重新记账开始。结账要做的工作就是把一定时期内应记入账簿的收益总汇 (Summary Income) 全部登记入账，计算记录本期发生额及期末余额，并将余额结转下一期或新的账簿。

⊙We've got to credit the income accounts to bring the balances to zero.我们必须将收益存入，并使余额归零。

⊙It's time again to close the books.又到结账的时候了。

⊙The end of the fiscal year is coming, so we're busier than usual.财政年终要到了，我们比往常忙得多。

总结

结算是会计部门的重头戏，从票据到日记账，再到试算表、报

表，最后结账。结算的结果直接关系到一个企业的财务状况和经营结果，决定着一个企业的发展方向，其作用不容小视。

Words 单词表

accounting 结算，会计

accurate 正确无误的，精准的

automatically 自动地

compile 编写，编纂

error 错误，差错

fiscal year 财政年度

investor 投资者，投资机构

ledger 收支总账，分类账本

prepare 准备

quarterly 季度的，每季的

readjust 重新调整

report 报告

somehow 以某种方式，不知为什么

tedious 冗长的，啰唆的，厌烦的

stage 时期，阶段

software 软件

Phrases 短语表

accounting cycle会计循环

catch an error发现错误

close the books总结账本，结账

come up short用尽，缺乏，不足

computer glitch电脑故障

cook the books造假账，做账

crunch the numbers计算数字

double check再次检查

financial statement财务报表

go out in the mail通过邮件发出

go over检查，审查

keeping a running tally记流水账

not totally不完全

running tally流水账

send out分发，散发

实景对话1

A : Where's Bob?

B : He's busy cooking the books. Somehow we're coming up short.He decided he had to go over the ledgers again.

A : That's a real tedious job. Where are you in the accounting

cycle? Do you think we should go help him crunch the numbers?

B : Nah, he's okay. The end of the fiscal year is coming up, so we're busier than normal. Once a year, we've got to compile all our data and prepare statements for the investors. The quarterly financial statements just went out in the mail this morning.

A : Is it time again to close the books? If the statements just went out, then why is Bob still working on it?

B : Because he discovered an error in the accounting. The numbers we sent out in the report might not be totally accurate. We're going to have to do the report all over again.

A : You should have been keeping a running tally on the totals for each individual account. That way you'd catch errors way before this stage.

B : We have been. But it's more of a computer glitch than anything else. The accounting software we use automatically posts the information I enter. It saves me a lot of time. But sometimes I get lazy and forget to double check the numbers.

A : So the problem is you entered wrong data to begin with? Or is it that you forgot to readjust the figures?

B : I'm not sure, exactly. We might have both problems on our hands. At least Bob volunteered to take care of it.

A : Bob在哪里？

B : 他正忙着做账呢。不管怎么算账都对不上。他决定再审查一遍分类账。

A : 那可真是一个烦琐的工作。你们账目循环进行到哪一步了？

你觉得我们是否应该帮他算那些数字？

B：不用，他没事。财政年终要到了，我们比往常忙得多。每年我们都必须整理所有的数据为投资者做报表。今天早上我们才把季度报表邮寄出去。

A：又到了总结账目的时间吗？财务报表如果已发出去，为什么Bob还在忙？

B：因为他发现了账目中的一个错误。发出去的报告中数据不一定都准确。我们得将报告全部重新做一遍。

A：你们应当将每份账目记入流水账，那样你们就能在这个阶段前发现错误。

B：我们是这样做的。这次主要是因为电脑故障。我们的财务软件自动录入输入的信息，它省了不少时间，但有时候我太懒就忘了再次审核那些数据。

A：所以是由于你输入错误的数字造成的？还是你忘记了更改数据？

B：我不能肯定。两方面的错都可能。至少Bob自告奋勇在处理呢。

实景对话2

A：I'm getting a little anxious about the company finances. What can you tell me?

B：Don't worry.I'm in the middle of compiling a list of the current dollar amounts of all the company accounts. You'll have a good idea of your assets in about two minutes.

A：Have you included the interest received in your trial balance?

B : I have yet to make the adjustments, hold on just a second. After we record the credits, things should look a little better. Here you go.....

A : What's our current balance?Is it in the negative?

B : Take a look.....

A : According to the Statement of Earnings, our current profits are up !

B : Not as bad as you thought, huh?Well at least that's for last month. Do you have the receipts from all expenditures this month?I have to enter them into the system.

A : These receipts are for the month of June. Good luck with getting them all organized !

A : 我有些担心公司的财政状况了。你对此怎么说？

B : 别担心。我正在整理一份公司所有账目总额的清单。两分钟后你将对你的资产有一个乐观的看法。

A : 你是否把利息都包含到试算表里了？

B : 我还没有做调整，稍等片刻，录入这些贷款后，情况看上去好一些。有了.....

A : 我们目前的盈余是多少？是负数吗？

B : 来看一下.....

A : 根据盈余表，我们目前的利润是上扬的。

B : 没有想的那么糟，至少上个月是这样。你有没有这个月的所有开支收据？

我得录入我的电脑中。

A：这些收据都是6月份的。要把它整理好可得费不少劲儿。

成本控制 Cost Control

通过控制（exert more control）经营成本就有可能让一个在生死线上挣扎的企业扭亏为盈。无论你是想保本平衡，还是有志增加利润，成本控制的技巧（know-how）都对你的生意有重要意义。

⊙What can we do to save some money around here?我们怎么才能省钱呢？

⊙How can we cut costs without cutting corners?

我们怎么才能减少成本又不至于偷工减料呢？

⊙If we all pitch in, we can reduce waste.

如果我们都致力于此，我们就能够减少浪费。

⊙Outsourcing may be the answer.

业务外包也许是个办法。

⊙How can we reduce our spending?我们怎么才能够减少支出呢？

⊙It all boils down to being more aware of our expenditures.最主要的就是要谨慎对待开支。

⊙Let's see what we can do to bring costs down.我们看看怎么才能够降低成本。

人员（staff）

人力费用几乎是每一个生意最大的固定成本（fixed cost）。可以尝试通过一些劳动力服务公司来控制这部分开支并降低风险（mitigate risk），比如通过劳动合同（contract labor utilization）或外包（outsourcing）将一些非关键性（non-vital）业务转包出去，例如清洁卫生、保安、饮食甚至人力资源等。

◎We need to evaluate which positions are essential and which are optional. 我们需要评估哪些职位是必不可少的，哪些是可选择的。

◎They've decided to outsource human resources. It will save money and keep us running more efficiently.

他们已经决定把人力资源外包管理，这样既省钱又保证更有效的运转。

◎We hired a bunch of contractors to take care of this for us. It's cheaper that way.

我们雇了一批分包商来为我们负责这块儿，那样更便宜。

◎By restructuring our employee base, we've decreased our operating expenses by 15%.

通过重组我们的员工，我们的运营开支减少了15%。

办公空间

设施的管理包含了许多运营成本（operational costs），从租办公场所到房产税，再到场地维护保养费。在保证行政效率（administrative efficiencies）的前提下，有效管理这些项目的合同并取得最优惠的条件能节省很多成本。

◎We operate out of a home office. 我们在家办公。

◎We spend too much on facility management. 我们在设施管理

上花费过多。

◎We can cut back on things like property taxes and maintenance.我们可以在房产税和维护保养上减少投入。

◎By contracting out to another company for our real estate needs, we've saved a bundle.

通过把我们的房产需求交给另一家公司打理的方式，我们省了很多。

办公用品

办公用品的使用应当以自觉节省、减少浪费为原则。可以在办公室推行绿色倡议（green initiative），要求员工双面打印（two sided printing）、避免打印邮件（no-print policy for emails）、节约用电，等等。

◎Our new policy is to cut back on office waste.我们新政策是减少办公浪费。

◎From now on, there is a no-print policy for emails.从今往后，电子邮件将实行不打印政策。

◎Our office is going green.

我们的办公室推行绿色环保。

◎We need to keep a closer eye on the way we use our office supplies.我们得在办公用品的使用方式上更加留意。

会议

近些年来，网络会议（audio and web conferencing）和语音电话系统[VoIP（Voice over Internet Protocol）]使用愈加广泛。用这些工具代替传统的长途旅行，不仅省费用，而且省时间。

A : How long will it take you to get to the meeting?

B : Less than a minute.....

A : What?Don't you have to fly to Chicago?

B : Not this time.....we're holding the meeting with web conferencing. Saves everyone, s time and money.

A : 你要多长时间去参加会议？

B : 不到一分钟.....

A : 什么？你不飞到芝加哥去吗？

B : 这次不去了.....我们通过网络论坛的形式召开会议。每个人都省时也省钱。

供应商管理 (**supplier management**)

和供货商建立紧密的联系，不仅可以了解最新供货信息来有效对比，而且也能在原有的价格基础上争取更好的折扣。集体采购 (group purchasing) 模式能够发挥团体优势，争取更好的价格。

☉I want you to stay on top of the suppliers, make sure they stick to the agreed terms.

我要你全面了解我们现有的供货商，确保他们都按照协议办事。

☉Can we make an improvement here?

在这个方面我们能够改进吗？

☉We need to invest the time to find an economical supplier.我们需要花时间找一个更经济的供货商。

☉Can you offer us a better discount?你们能给我们一个更好的折

扣吗？

◎I've signed us up to participate in group purchasing. 我已经签字表示愿意参加团购。

总结

在很多人眼里，通过削减成本省出来的资金微不足道。但是如果人人从我做起，日积月累，节省出来的将是一笔很大的财富。将这部分节省下来的钱转入生产，效益将不容小视。

Words 单词表

convince 确信

excess 超额

expenditure 开支，支出额

expense 开支，费用，经费

hire 雇用

human resources 人力资源

lazy 懒惰

non-vital 非关键的

outsourcing 业务外包

reduce 削减，减少

resource 资源

waste 浪费

Phrases 短语表

a bunch of一批，大量的，大堆的

be (more) aware of sth对某事物有更深刻的认识

bring cost down降低成本

contract out (work) 包出去，给人承包

cut cost削减成本

cut corners偷工减料

cut out删掉，去除

free up sth腾出来，挖出来

greenback美元，美钞

It all boils down to.....所有的这些归结为.....

overhead expense管理费，间接费用

reduce spending精简开支，减少费用

pitch in投身，投入

save money省钱，存钱

stay on top of sth全面了解

stick to sth坚持某事

take.....for example以.....为例子

take care of sth处理，应对某事

to be the answer是解决办法

实景对话1

A : How long will it take you to get to the meeting?

B : Less than a minute.....

A : What?Don't you have to fly to Chicago?

B : Not this time.....we're holding the meeting with web conferencing. Saves everyone time and money.

A : That's a big focus lately for us, isn't it?Our new policy is to cut back on office waste.

B : What, do you mean the no-print policy for emails?Our office is going green. And part of the reason, I think, has to do with greenbacks.

A : Ha ha. Seriously, we do need to keep a closer eye on the way we use our office supplies. We spend too much on overhead and facility management.

B : Well, there's not much we can do to cut costs on our facilities.We can't run our business out of the boss'garage.

A : Well, if we did turn our operation into a home business somehow, we'd be able to cut back on things like property taxes and maintenance.

B : By the way, while we're talking about saving money, we need to invest the time to find an economical supplier. Can you look into that?

A : Sure.

B : And while you're at it, I want you to stay on top of the

supplier we have now.....make sure they stick to the agreed terms. That should help control costs as well.

A：你要多长时间去参加会议？

B：不到一分钟.....

A：什么？你不飞到芝加哥去吗？

B：这次不去了.....我们通过网络论坛的形式召开会议。每个人都省时也省钱。

A：这不是我们最近集中倡导的吗？我们的新政策是减少办公浪费。

B：你是指避免打印电子邮件的政策吗？我们办公室走向绿色环保化。而且我想部分原因是和钞票有关。

A：哈哈。严肃地说，我们需要更多留意办公用品的使用方式。我们在管理方面和设施费用方面花销过多。

B：我们在硬件设施上没有多少成本可以削减。总不能在老板家车库里做生意吧？

A：如果我们真的把运营转入家庭，我们就能够砍掉房产税和维护保养支出。

B：顺便说一句，谈到省钱，我们需要花时间找更便宜的供货商。你能找到吗？

A：当然。

B：在你负责这个的同时，我想要你全面了解我们现有的供货商，确保他们都履行协议，那也应该能帮助控制成本。

实景对话2

A : What can we do to save some money around here?I'm not totally convinced we need to be spending as much as we are spending every month for our overhead expenses. How can we reduce our spending?

B : My question is how do we cut costs without cutting corners?

C : Cutting corners is the lazy way to save money. There's a lot we can do to control our costs. It all boils down to being more aware of our expenditures.

A : What do you mean?

C : Well, let's see what we can do to bring costs down. First, we need to know where the money is going to see if there are any excesses we can easily cut out. If we all pitch in, we can reduce waste.

A : Outsourcing may be the answer, too.

B : Outsourcing?How can that save us money?

A : If we contract out some of the non-vital parts of our business, we may be able to save resources. Take our human resources for example.We hired a bunch of contractors to take care of this for us.It's cheaper that way.

B : Oh, yeah. I guess that's right, we don't have a human resource department of our own anymore.

C : It frees up a lot of our time and money to spend on making more profit for our business.

A : 我们怎么才能省钱呢？我认为没必要每个月花那么多管理

费。怎么做才能减少开支呢？

B：问题是怎么才能在削减开支的同时保证质量？

C：偷工减料是一个懒惰的省钱办法。有很多控制成本的办法，最主要的就是谨慎对待开支。

A：你的意思是？

C：这样，我们来看看能做些什么来降低成本。我们得知道钱都花在哪里，看有没有可以轻松减掉的超额部分。如果我们都致力于此，我们就能够减少浪费。

A：业务外包也许是个办法。

B：业务外包？那怎么能够省钱呢？

A：如果把一些非关键性的部分承包出去，我们也许能够节省资源。以人力资源为例，我们雇了一批中间商为我们负责这部分，那样很省钱。

B：哦，是的。我想那是对的。我们没有自己的人力资源部。

C：这给我们节省了大量时间和金钱，然后把它们用在争取更多的利润上。

现金流 Cash Flow

开创和经营一项业务需要大量投资（huge investment）时间和金钱。如何让资金源源不断地流入是一个要交不少“学费”才能掌握的课题。现金流量就是企业在一定时期内现金和现金等价物的流入和流出数量。现金流量的管理是确保企业生存和发展，提高企业市场竞争力的重要保证。

设立紧急备用金（emergency fund）

总会有一些预料不到的问题出现 (unexpected problems) , 例如设备故障、货物供应或员工编制出现问题。有的人会从要交的税款中先提取一部分, 有的甚至通过一个短期债务 (short term loan) 来解决问题, 但这些无论如何都是要还的, 而且还会有额外费用 (at a premium) 。提前准备一笔紧急备用金就可以化解这些难题。

◎Is the copy machine broken again?Last month we spent over \$200 trying to get it in working condition. Good thing we've budgeted for it.

复印机又坏了吗?上个月我们花了200美元才修好。好在我们对此有预算。

◎Can we take some money from petty cash to deal with it?

能支取零用现金来修理吗?

◎Use the emergency fund.That's what it's there for.使用紧急备用金, 它就是用在这个地方的。

◎What are you going to do with the extra\$2000 in profit this month?Put it in the emergency fund?

这个月多出来的2000美元利润你打算怎么用?作为紧急备用金吗?

量入为出 (be sensitive to the needs of your business)

根据经营状况调整开支 (adjust your expenditures accordingly) 。当销售额蒸蒸日上时, 你可以考虑将一部分盈余的现金投资到生意中; 如果盈利有限, 那采购时就应当货比三家 (shop around) , 找最优惠的或者批量折扣 (bulk discounts) , 而且充分利用库存资源 (a good inventory) 。

◎What's our cash in compared to our cash out?我们的现金流入

和流出的对比情况如何？

◎We need to focus on improving cash flow management.我们得着重提高现金流管理。

◎Sales are up this quarter.Let's see what kind of savings we can get by reinvesting the extra back into the business.

这个季度销售额增长了。让我们看看将额外收益再投资能得到多少结余。

◎What's our inventory look like these days?.

我们目前的库存情况如何？

◎Do we really need to make this order now?Or can we wait until next month when we have more money in the bank?

我们真的一定要去做这个订购吗?或者我们可以等到下周我们账上有更多钱的时候？

◎Taking into consideration our profit this month, we'd better keep more of our money liquid.

考虑到这个月的盈利，我们应当保留更多的流动资金。

减少开支 (**reduce expenses**)

额外开支是造成成本增加的间接费用。你应当注意在各个环节上削减额外开支 (**overhead expenditures**)。例如，时常监督供货商的价格是否是最具竞争性的，留意 (**keep an eye on**) 办公耗损是否超额，联系电话公司或电力公司看是否有新折扣。这里省一些，那里省一点，不经意间你的现金流状况就好多了。

◎Our outgoings this month are too excessive.我们这个月的支出太多了。

◎We ought to work on ways to trim the fat.我们应当想办法减肥。

◎My mantra is“reduce expenses, increase profits.”我的箴言是：“减少花费就是增加收益。”

◎Our bottom line isn't doing so well.

我们在底线控制上做得不够好。

◎I'm enlisting all of your help in cutting back on office waste.我想请你帮我减少公司浪费。

◎Is there any way we can get a better deal on our electric bill?有没有办法能够在电费上得到更好的优惠？

◎Waste not, want not.

少浪费就少匮乏。

◎Can you offer us a better discount?

你能否给我们一个更好的折扣？

价格再衡量（**reevaluate pricing**）

价格轻微上调通常情况下是可以被消费者接受的（be accepted）。但并不能因为财政紧张就大幅提价（hike your prices），这样会造成客户的流失。即便是再降价，客户也很难回头。最好是保持和竞争对手相接近的（stay close to）价位。好的现金流取决于对价位和调整时间的判断。

A : That will be\$9. 95.

B : That seems to be more than last time. Have your prices changed?

A : Yes, M'am. Due to increasing material fees, we've had to increase our price by 25 cents.

A : 那是9.95美元。

B : 看上去比上次要高。你们的价格调整了吗？

A : 是的，女士。由于原材料费用上涨，我们不得不把价格提高了25美分。

总结

好的现金流管理能够实现现金流入和流出之间的平衡。通过了解你的现金从哪里来又去了哪里，你就能明智地判断哪些花费过多，做到有重点地花钱。无论是设立备用资金还是量入为出、减少开支，都能为资金流争取更多的自由度。生意就像自己的孩子，资金流就是牛奶，营养充足时企业才能茁壮成长。

Words 单词表

enlist争取，谋求（帮助，支持或参与）

expense开支，经费，费用

excessive过度的，过分的

extra额外的，外加的

increase增加

inventory库存，存货

management经营管理，管理者

mantra箴言

outgoing支出，开销

proactive主动的，主动积极的

reduce减少，缩减

reinvest再投资

saving储蓄，节省款项

sundry各式各样的

Phrases 短语表

bottom line底线，账本底线

budget for sth某物的预算

cash in现金流入

cash out现金流出

company resource公司资源

be compared with.....与.....相比较

cut back on削减，减少

Every little bit helps.积少钱，办大事。

focus on集中于，聚集

have.....on hand手头上，在手边

liquid (assets) 流动 (资产)

money in the bank银行有钱，有存款的

petty cash小额备用现金，零用现金

sundry items各式用品

take sth into consideration考虑某事

trim the fat去脂，减少开支

waste not, want not不浪费则不匮乏

实景对话1

A : We've got to come up with a plan to increase cash flow. Our bottom line isn't doing so well. Our outgoings this month are too excessive. We ought to work on ways to trim the fat.

B : What's our cash in compared to our cash out? Where does all the money go?

A : I've been asking the same questions. The only thing I know is that our cash out is almost the same as cash in, which is bad news for business. We need to focus on improving cash flow management.

B : Well, my mantra is “reduce expenses, increase profits”. Let's see what I can do to help you come up with some ideas to improve your bottom line. For example, sales are up this quarter. Let's see what kind of savings we can get by reinvesting the extra back into the business.

A : I don't know..... Taking into consideration our profit this month, we'd better keep more of our money liquid.

B : Well, here's another way. What's our inventory look like these days? If we have enough supplies on hand to do business, then maybe we can save money by making fewer purchases for overhead. We can ask ourselves : do we really need to make this

order now? Or can we wait until next month when we have more money in the bank?

A : Well, that's a good suggestion.

B : Waste not, want not.

A : 我们得提出一个增加现金流的规划了。我们在底线控制上做得不够好，这个月开支过多，我们应当想办法减肥了。

B : 我们的现金流入和流出的对比情况如何？钱都跑哪里去了？

A : 我也问同样的问题。我唯一知道的就是我们的现金流出和流入几乎一样多，在生意上这可并不好。我们得着重提高现金流管理。

B : 那，我的箴言是：“少花费则多增益。”让我看看能帮你想出什么办法来改善底线控制，比方说这个季度销售额上涨，让我们看看将额外收益再投资能得到多少结余。

A : 我不知道……考虑到这个月的盈利，我们应当保留更多的流动资金。

B : 那还有一个办法。我们目前的库存如何？如果我们手上有足够的供货，那就可以通过少采购来省钱。我们可以问自己，我们现在真的一定要订这批货吗？或者我们可以等到下个月账上有更多钱的时候？

A : 那倒是个好建议。

B : 少浪费就少匮乏。

实景对话2

A : Is the copy machine broken again? Last month we spent over \$200 trying to get it in working condition. Good thing we've budgeted for it.

B : Can we take some money from petty cash to deal with it?

A : Use the emergency fund. That's what it's there for. I wish you guys would be more proactive in saving company resources. In fact, I want to enlist all of your help in cutting back on office waste.

B : What do you mean?

A : Using no more sundry items than you need, conserving electricity , thinking twice about spending company money.

B : Okay, boss. You got it.

A : While we're at it, why don't you call the power company? Find out if there is any way we can get a better deal on our electric bill.

B : Are you serious?

A : Every little bit helps.

A : 复印机又坏了吗？上个月我们花了200美元才修好。好在我们对此有预算。

B : 能支取零用现金来修理吗？

A : 用紧急资金吧，它就是用在这方面的。我希望你们各位能更加积极主动地节省公司资源。我想请各位帮忙减少公司浪费。

B : 你是指什么？

A : 办公用品用多少拿多少、节约用电，在花公司的钱之前三思而行。

B : 好的，老板。你真有办法。

A : 既然说到这儿了，为什么你不打电话给电力公司，看看在我

们的电费单上有没有优惠。

B：你真吗？

A：积小钱，办大事嘛。

集资 Raising Capital

集资是开办企业的第一步，在企业开始运营之前，必须通过足够的资金（adequate funding）来支付启动成本（start-up costs），并维持一定的现金流。如下建议希望能够对你开办企业时筹集资金起到帮助。

⊙If we don't raise some capital, how can we meet our capital expenditures?如果不筹集资金，如何应对支出？

⊙Start-up costs are always something to worry about.启动成本总是值得考虑。

⊙Since we're just beginning operation, we need to start raising capital.由于我们刚刚开始运营，我们得开始筹集资金。

⊙If we want to maintain adequate cash flow, we'd better get busy.如果我们想保持稳定的现金流量，现在就得忙起来。

⊙How can we begin operation without adequate funding?没有足够的资金我们如何开始运营？

正式的商业规划（formal business plan）

为你的生意筹集资金的第一步是为投资者和借贷方制订一份正式的商业计划。该商业计划中详细解答你的生意是关于什么的、如何盈利（make profits），并且通过哪些步骤才能一步步成功。

⊙Here's a copy of our business plan for your review.这里有一份

企业发展计划供你审阅。

◎The plans and goals we have for our business are all clearly spelled out in the business plan.

这份商业计划书详细阐述了我们的商业计划 and 目标。

◎If you want to know what our business does, how it makes a profit, and what we will do to achieve success, just take a look at our business plan.如果你了解我们做哪些生意、怎么盈利并且如何取得成功，只需要看一下我们的商业计划就行了。

◎Take a few extra copies of the business plan with you for your meeting with the investors.

你去参加投资者会议时额外多带几份商业计划。

申请补助金 (**apply for grants**)

大部分人筹集启动资金 (start up costs) 是通过个人储蓄、投资 (personal savings and investments) 或银行贷款 (loan) 。贷款时银行将会以个人资产 (assets) 为抵押，存在较大风险。你可以了解小企业管理局 (Small Business Association , 简称SBA) 的网站，他们通常为刚刚起步的小企业提供条件优厚的补助金。也可以联系当地政府中的中小企业发展部门，了解申请资金所需条件。

◎How did the grant application work out?补助金申请是怎么解决的？

◎What kind of business grants do we qualify for?我们有资格申请什么样的企业补助金？

◎We need to go and apply for all the business grants we can.我们需要去申请所有能够申请到的企业补助金。

◎I have a few good leads on a couple of grants we might

qualify for.我有一些关于我们有资格申请的几个补助金的线索。

申请小企业贷款

小企业管理局的贷款应是众多集资方式中首选的一项，因为对于刚刚起步的小企业来说，SBA贷款的条件最为优厚（more favorable）。如果还需要更多的资金，可以考虑通过当地银行申请贷款，根据当地的金融机构要求以及你的资金状况来决定是否要抵押支持（collateral backing）。

◎The first liability we should obtain for our business is an SBA loan.

我们应为我们的生意争取的第一份贷款是小企业管理局的贷款。

◎The terms of the SBA loan are a lot more favorable to businesses that are just getting started.

小企业管理局的贷款条件对于那些刚刚起步的生意来说条件要优厚得多。

◎What did you use for collateral?

你用什么来抵押？

◎We were approved for the loan from the bank, but the terms aren't as favorable as we had hoped for.

银行已经批准了我们的贷款，但是条件没有我们希望的那样优厚。

资产变现（liquidate your assets）

启动资金对于生意的成功有着举足轻重的作用，但是你会为此负担压力。如果你的公司额外需要一定量的资金，你可以考虑将个人的一些资产（例如家具、首饰、房产、第二辆车等）转化为现金。

I needed to raise just a bit more capital for my business, so I decided to liquidate a few of my physical assets.

我得为生意筹集一些资金，所以我决定把一些有形资产变成现金。

个人信贷 (**take personal loans**)

筹集资金也可以把个人贷款转化为商业投资。在一些需要资金的特殊时候可以考虑通过房产抵押贷款 (home equity loans) 或信用卡提现转账 (cash-out credit card transfers) 等筹集资金。但为企业运营而使用个人信贷风险极大 (extremely risky) , 应慎重操作 (do with great caution.)

☉It seems I may just have to take out a personal loan.看起来我只能通过个人信贷来解决。

☉I don't think I want to take the risk of ruining my personal credit.我可不想冒个人信贷毁灭的风险。

☉I ended up having to use a personal loan from the equity on my house.我最终只能通过抵押房产来获取个人贷款。

☉If the only way to raise the capital I need is to go into personal debt, then I guess I have no choice but to take the risk.

如果个人贷款是我集资的唯一办法，那我别无选择，只能冒险。

出售部分所有权 (**sell partial ownership**)

通过向投资者出售部分企业所有权，包括股票期权 (stock options) 或所有者权益 (ownership interest) 来筹集资金。前提是你得放弃对企业100%的控制权。

☉I've decided to open up my company with stock options.我已经决定开放我们公司的股票期权。

⊙Even though I won't be sole owner, I am happy with sharing ownership interest if it allows me to get my business off the ground.

即便不能成为一个全权业主，我也乐意分享一些所有者权益来让企业顺利发展。

⊙I don't want to lose total control of the direction of my business.

我不想丧失对我的生意的完全控制。

⊙I'd rather not sell stock options if I can help it.

如果我还能应付的话，我宁愿不出售期权。

总结

无钱寸步难行，尤其是创业的第一步。无论是向小企业管理局申请补助金，还是向银行贷款都存在一定的风险，只不过程度不同而已。个人资产抵押或者出售部分企业所有权都因其操作的高风险而成为不得已的选择。总之，有些方式可以对企业的成功发展助一臂之力，有些方式则只能用来解燃眉之急。

Words 单词表

adequate足够的，合格的

application应用，运用

asset资产，财产

capital资本，资金

debt借款，欠款，债务

equity资产净值，（公司的）股本

expenditure开支，消费，费用

favorable有利的，优惠的

grant拨款，补助金

lead线索，信息

liquidate变卖，变现

loan贷款，借款

maintain维持，保持

qualify使合格，使具备资格

term条件

Phrases 短语表

a bit more多一点，多一些

get sth off the ground开始，（使）取得进展

grant money（政府或机构）的拨款

lose control失去控制

open up开放，张开

ownership interest所有权权益

pay bills支付账单

physical asset有形资产，实物资产

right away马上，立刻

the right thing to do正确的事

sole owner独自经营者，全权业主

stock option股票期权，优先认购权

start-up costs启动成本

tons of大堆的，很多的

under review正在审查/审议中

work out解决，产生结果

实景对话1

A : Since we're just beginning operation, we need to start raising capital. If we don't raise some capital, how can we meet our capital expenditures?If we want to maintain adequate cash flow, we'd better get busy.

B : Start-up costs are always something to worry about. But I wouldn't worry too much.....

A : Not worry?But how can we begin operation without adequate funding?

B : First, we need to go and apply for all the business grants we can.

A : What kind of business grants do we qualify for?

B : I have a few good leads on a couple of grants we might qualify for. Also , we need to consider loans. The first liability we should obtain for our business is an SBA loan.

A : Why do you think we should go for that kind of a loan as

opposed to others?

B : The terms of the SBA loan are a lot more favorable to businesses that are just getting started.

A : I wish I had known that before.....I already applied for a loan at the bank.

We were approved for that loan, but the terms aren't as favorable as we had hoped for.

B : What do you mean?What kind of terms did they offer you?

A : Well, I couldn't get approved for a business loan, so I ended up having to use a personal loan from the equity on my house.

B : What were you thinking?That is so risky ! If I were you, I don't think I want to take the risk of ruining my personal credit. Or losing my house !

A : If the only way to raise the capital is for me to go into personal debt, then I guess I have no choice but to take the risk.

A : 由于我们刚刚开始运营，我们需要集资。如果不筹集资金，如何应对支出？

如果我们想保持稳定的现金流量，现在就得忙起来。

B : 启动成本总是值得考虑，但我对此并不十分担心。

A : 不担心？我们怎么能够在没有足够资金的前提下启动运营？

B : 首先，我们得尽可能地申请所有的企业补助金。

A : 什么样的企业补助金我们有资格申请？

B : 我对一些我们可能有资格申请的补助金有一些线索。我们也

可以考虑借贷，我们应该得到的第一笔贷款就是小企业管理局贷款。

A：你凭什么认为我们应该选择这个贷款而不是别的呢？

B：对于刚刚起步的企业，小企业管理局的贷款条件要优厚得多。

A：我真希望我早点知道.....我已经在银行申请了贷款。我们的贷款已经通过了审批，但是条件没有我们希望的那样有利。

B：你是什么意思？他们给你什么样的条件？

A：我得不到商业贷款，所以我不得不以住房为抵押使用个人贷款。

B：你是怎么想的？风险太大了！换作是我，我不会愿意以我的个人信贷来冒险，也不愿意把房子赔进去！

A：如果个人贷款是我集资的唯一办法，那我别无选择，只能冒险。

实景对话2

A：What happened to the car?

B：Uh, I sold it.

A：What?Why?

B：I needed to raise just a bit more capital for my business, so I decided to liquidate a few of my physical assets.

A：Are you crazy?There are tons of other ways to raise capital. You didn't have to go and sell your car !

B：Well, it seemed like the right thing to do at the time. I needed to pay some bills right away, and I couldn't wait for the

grant money to come in.

A : How did the grant application work out?

B : I'm not sure yet, it's still under review. So that's why I needed to sell the car.

A : Well, you could have opened up your company with stock options.

B : I'd rather not sell stock options if I can help it. I don't want to lose total control of the direction of my business.

A : If it were me, even though I wouldn't be sole owner, I would be happy with sharing ownership interest if it allows me to get my business off the ground. And still keep my wheels.....

A : 你的车怎么了？

B : 嗯，我把它卖了。

A : 什么？为什么？

B : 我得为生意筹集一些资金，所以我决定把一些有形资产变现。

A : 你疯了吗？有一大堆的办法可以集资。你没有必要卖车。

B : 啊，在当时看来这么做是对的。我必须立即支付一些账单，而且我无法等到补助金的到来。

A : 补助金申请得怎么样了？

B : 我还不肯定，还在审查之中，这就是为什么我得卖车的原因。

A : 那你可以开放你们公司的股票期权。

B：如果我还能应付的话，我宁愿不出售期权。我不想失去对生意的控制。

A：如果是我，即便是不能成为一个全权业主，我也乐意分享一些所有者权益来让企业顺利发展，而且保证有车开.....

年度财务报告 Annual Financial Reports

财务报告就是报告一个组织内部和外部的开支（both internally and externally）和收益。财政报告可以是每天、每周、每月、每季度或每年。年度报告常常包含损益表、资产负债表、现金流量表和注释。管理层也将提供财政业绩总结（summary of financial results）。

⊙How's the financial report coming?财务报告进展如何？

⊙We're burning the midnight oil to finish the reports on time.我们正在加班加点以使报告准时完成。

⊙Stockholders will be happy to see such a high profit.股东们会很高兴看到高额的利润。

⊙Here you can see the breakdown.你可以看这里的明细表。

⊙We've done our best to accurately report expenses.我们竭尽全力来准确报告开支。

万事俱备

要准备年度财务报告就得先收集所有支持性文件，包含年内所有的资产、负债、支出、收入和现金流（all assets, liabilities, expenditures, revenues and cash flow）。为了保证结算系统的一致性（maintain consistency），月报告内容也要以上述内容为基础。

⊙Can you please send me a copy of all the monthly

expenditure reports?你能给我发一份月开支报告吗？

◎What was our net revenue for the first quarter?第一季度我们的净利润是多少？

◎We've decreased our liabilities this year.今年我们的负债下降了。

损益表 (**income statement**)

损益表的内容包括销售成本、收益、净利润和一些其他费用。毛利 (gross profit) 是收益减去商品销售成本，净利润 (net income) 是毛利减去别的所有费用。公司的规模越大，收益表中包含的项目越多。

◎Does this number reflect our gross or our net?这个数字反映的是毛利还是净利？

◎Is there any way we can simplify some of these monthly expenditure and revenue data by combining them?

就没有什么办法能够把月开支和利润数据通过综合来简化吗？

资产负债表 (**balance sheet**)

资产负债表集中反映资产和债务的状况 (status)，分为资产 (assets)、负债及股东权益 (stockholders'equity) 两大区域，在经过分录、转账、分类账、试算、调整等会计程序后，以特定日期企业情况为基准，浓缩成一张报表。这份报表反映了企业经营状况，为企业把握经营方向提供了依据。

◎The balance sheet shows the status of our assets as of June 2009.资产负债表显示的是2009年6月我们的资产状况。

◎List the company's assets first, later you can put the liabilities. 首先列出公司的资产，随后是负债。

现金流量表 (cash flow statement)

现金流量表包含三个部分：运营现金流量、投资现金流量和金融活动资金流。该表主要表明权责基础的企业会计系统 (accrual-based accounting) 内，企业内现金的流向和资金使用情况。

⊙We don't usually include the cash flow statement in our annual financial report.

通常情况下我们都不把现金流量表包含在年度财务报告之中。

⊙The financial report is missing the cash flow statement.

财务报告缺少现金流量表。

注释 (notes)

注释是对上述三种报表内容中的具体信息进行诠释，而且还应包括管理层提供的运营总结 (summary of operations) 。

⊙If you are still unclear, I invite you to take a look at the summary included in the notes.

如果你还不明白，我请你查看在注释中的总结。

⊙The financial statements can be further explained in the notes section.在注释部分对财务报表有进一步的解释。

⊙Our balance is positive, so that's good news.我们的收益上扬，所以是个好消息。

⊙If you don't understand the tables, take a look in the notes.如果你不理解表格，可以看一下注释。

总结

年度财务报告是通过损益表、资产负债表、现金流表集中反映企

业在一年内的运营状况和收支状态，可以说是企业的年终总结。股东可以充分了解花了多少钱、怎么花的、挣回多少钱、还剩多少钱等，以此来整体把握企业的运营状况。

Words 单词表

accountant 会计，会计师

accurately 准确，准确的

breakdown 明细表

decrease 降低，减少

entire 全部的，全体的

expense 开支，经费

explain 解释的

gosh 糟了

gross 毛的

inbox 收件箱

liability 负债，债务

net 净的，纯的

number 数字，数目

reflect 反映

revenue 收入，收益

section 科，单元

stockholder 股东

tremendous 巨大的，惊人的

Phrases 短语表

a tremendous stroke of luck 超好的运气

happen to be 碰巧

burn the midnight oil 开夜车

have a stroke of luck 运气极佳

If you like 如果你愿意

in plain English 用简单的英语

mean it personal 针对个人

month by month 逐月

net revenue 净利润

on time 准时

out of this world 好得不得了

put sth together 综合

seem impossible 看上去不可能

something fishy going on 有点不对劲儿

time and time again 一次又一次

实景对话1

A : I got the annual financial report in my inbox this morning. I didn't know if you were aware or not, but the financial report is missing the cash flow statement.

B : The cash flow statement? Oh, don't worry about that. We don't usually include the cash flow statement in our annual financial report.

A : Oh, I didn't realize that. Well, I am having trouble finding the information I need from looking at the report. Where can I find the total amount of net income month by month?

B : Did you look in the notes section? The financial statements can be further explained in the notes section.

A : No. But shouldn't the information I want be in the actual report itself?

B : Yeah. There are tables listing the monthly revenues. Did you see those?

A : I did. But it seems really unclear. Who was on the accounting team to put the financial report together? A bunch of monkeys?

B : Excuse me? If you don't understand the tables, take a look in the notes.

It's explained in plain English. I happened to be on the accounting team that put the reports together, and I don't appreciate your comment.

A : Oh, sorry about that. I didn't mean anything personal. I am just feeling frustrated about finding the information I need. Is there any way we can simplify some of these monthly expenditure and

revenue data by combining them?

B : Not in the report itself. But I tell you what, I can send you a copy of all the monthly expenditure and revenue reports if you like.

A : 今早我在我的收件箱里看到了财务报告。我不知道你留意没有，报告中缺少现金流量表。

B : 现金流量表？哦，别担心那个。通常情况下我们都不把现金流量表包含在年度财务报告中。

A : 哦，我还真不知道。在看报告的过程中我找不到我想要的信息。在哪里我能找到逐月的净收入总额呢？

B : 你看了注释部分吗？在注释部分常对财务报表做进一步解释。

A : 没有，我需要的信息不是应该体现在现有的报告中吗？

B : 是的，里面有一些月利润的表格。你看到了吗？

A : 我看了，但很不清晰。会计组中是谁负责财务汇报的汇总？都是猪脑子吗？

B : 不好意思，如果你看不懂表格，就去看一下注释，是由简单的英语注释的。

我正好就在会计组中负责报告汇总，我很不喜欢你的评价。

A : 哦，对不起。我没有针对个人的意思。我就是觉得要找到我要的信息太麻烦了。就没有什么办法能把一些月开支和利润数据通过综合来简化吗？

B : 在报告里面没有。但是我可以告诉你，如果你愿意，我可以给你发一份月开支和利润报告。

实景对话2

A : How's the financial report coming?

B : It's a lot of work to put them together. We're burning the midnight oil to finish the reports on time. I hope the stockholders appreciate all the hard work we accountants do.

A : Whether or not they appreciate the accountants, I don't know. But I do know the stockholders will be happy to see such a high profit. Are those numbers for real?

B : Yes, I am pretty sure. We've done our best to accurately report expenses.

We've decreased our liabilities this year. But still, you can see that our profit is out of this world !

A : Does this number reflect our gross or our net?

B : Net. Can you believe it?It seems impossible to have a net revenue that high, but I've been over the numbers time and time again. It's for real.Here you can see the breakdown.

A : What was our net revenue for the first quarter?Gosh ! That's the same as our gross revenue from the entire year last year. Are you sure there's nothing fishy going on?

B : I don't think so. We've just had a tremendous stroke of luck this year.

A : 财务报告怎么样了？

B : 要把它汇总可得做不少工作，我们挑灯夜战才能按时完成报告。我希望股东们对我们会计师的艰辛工作能够表示感激。

A：他们是否感激会计师我不知道，但是我肯定他们会对高额的利润拍手称快。那些数字都真实吗？

B：是的，我非常肯定。我们已经竭尽所能来准确报告相关费用。我们今年的负债降低而且我们的盈利好得不得了！

A：这些数据反映的是毛利还是净利？

B：净利润，你能相信吗？这么高的净利润看上去都不像是真的，但是我们已经反复核对过数据了。千真万确，这是明细表。

A：我们一季度的净利润是多少？天哪！那和我们去年一年的毛利总额一样多。

你肯定没有可疑之处吗？

B：我想没有。我们只是今年超级幸运。

十项全能之七 银行业务 Bank Business

存款 Making a Deposit

银行是一个令人生畏 (daunting) 的地方，又冷又静，而且有一大堆复杂的程序 (banking procedures)，即便是一个小小的存款，也需要鼓足勇气才能走进大厅。如下的小要领 (straightforward tips) 能让你轻松不少。

首先

步入大厅，环视周围 (examine your surroundings)。大部分银行中都有一个指定区域 (designated area) 放置存款单 (deposit slips)、取款单 (withdrawal slips)、开户单等表格。存款单应该在很容易看到的位置上。

⊙Please take a number. 请取号。

⊙I would like to make a deposit. 我想存款。

⊙Where do you keep the deposit slips? 你们的存款单在哪儿？

⊙The deposit slips are on the back table. 存款单在后面的桌子上。

⊙Where are the forms? 表格都在哪里？

⊙Is this the right form to make a deposit? 这个是存款表格吗？

⊙Which one of these should I use? 我该用其中的哪一张？

填写存款单 (fill out the deposit slip)

填写存款单要注明日期、姓名、地址、账号 (account number) 。如果你不知道你的账号，请打开你的支票本 (checkbook) ，在任何一张支票的下端你看到的6 ~ 14位的号码 (6 ~ 14 digit number) 就是。

☉Can you help me make a deposit?你能帮我存款吗？

☉Write your name, last name first, on this line.在这条线上写你的名字，先写姓。

☉Do you have your account number?你有账号吗？

准确 (**accuracy**)

精确 (accurately) 填写你的汇款金额。在汇款单上有一条线来填写准确的现金和硬币 (cash and coin) 金额，通常情况下有几条线上可以填写你要存的支票。你也可以用窗口旁的计算器 (calculator) 来计算总额。

☉I have three checks to deposit.我有3张支票要存。

☉Can I deposit coins?

我能存硬币吗？

详细说明 (**itemize**)

如果你存的是现金 (cash) ，你可以在纸币 (paper currency) 一栏画钩并注明金额。如果你存的是硬币 (coins) ，请在标有硬币的方框中画钩并写下金额。如果你有几张支票要存，那就把每张支票的号码和姓名填写在空白线上。然后将所有的现金、硬币和支票的金额总额填在总计栏 (subtotal) 上。

☉What's the total?

总额是多少？

◎May I borrow this calculator?能借我计算器吗？

◎Enter the total for paper currency on this line.在这条线上填写纸币总金额。

◎The subtotal is the amount you get from adding all your checks, cash , and coins.

总计金额是将所有的支票、现金和硬币加在一起的总和。

换回现金 (**cash back**)

当你不想把支票上的全部金额都存进账户，并想换回相应金额的现金时，应当在填写单据时注明你要存的支票总金额 (the amount you want to keep) ，并在窗口向营业员说明 (indicate) 。

◎I would like cash back.我要换成现金。

◎I would like\$100 cash back, please.我想换100美元。

◎Please sign and date right here on this line.请在这条线上签名并注明日期。

总结

存钱是我们谁都不陌生的银行业务，因为谁也不想把大笔的现金放在家里。存款需要你正确填写表格，弄清楚在什么位置写现金，什么位置写硬币，什么位置写支票。所填的金额一定要准确。总之，看清楚，算明白，就会省时省力。

Words 单词表

bench长凳，工作台

borrow借

calculator计算器

check支票（美），账单

checkbook支票本

coin硬币

currency货币，通货

customer顾客

deposit存款

dispenser自动取款机，号码机

form表格

list清单，明细

serve服务

sign签名

subtotal小计

slip单子

withdraw提取，取

window柜台，窗口

Phrases 短语表

account number账号

cash back取回现金

deposit slips存款表格

fill out a form/slip填写表格/单子

last name first先写姓

look it up查阅，查查看

make a deposit办存款

not sure exactly不是很肯定

write.....on the line把.....填在线上

number dispenser号码机

paper currency纸币

save time省时间

take a number取号

实景对话1

A : Excuse me, where are the forms?I would like to make a deposit.

B : The forms are on the back table.See?

A : Oh, yes. Thank you. (goes to the back table) Is this the right form to make a deposit?Which one of these should I use?

C : Deposit slips?Uh, this one right here is what you want.

A : Oh, I see. Thanks.Can you help me make a deposit?I'm not sure exactly how to do this.....

C : Yeah, okay. Uh.....how much are you wanting to deposit?

A : I have three checks to deposit.Can I deposit coins?

C : Yeah, there's a place on the form to list coins. Here, you need to write your name, last name first, on this line.

A : Okay.....

C : Do you have your account number?

A : I don't know what my account number is.....

C : Well, you can look at one of your checks in your checkbook, or you can just have them look it up for you when you get to the window.

A : Okay.What else?

C : Well, you add up the subtotal and put it on this line.

A : The subtotal is the amount you get from adding all my checks, cash, and coins, right?

C : That's right. Okay, that should be all you need.

A : Thanks, thank you very much !

A : 打扰一下，表格都在哪里？我想存钱。

B : 表格都在后面的桌子上，看到了吗？

A : 哦，是的。谢谢你。（朝后桌走去）这是存款表格吗？我该用哪一张呢？

C : 存款单？嗯，这张就是你想要的。

A : 哦，我看到了。谢谢，你能帮我存款吗？我不清楚该怎么做.....

C : 好的。嗯.....你想要存多少钱？

A：我有3张支票要存，我可以存硬币吗？

C：是的，表格上有个地方可以填写硬币。在这里，你需要填写你的名字，先写姓，在这条线上。

A：好的.....

C：你有账号吗？

A：我不知道我的账户号码是多少.....

C：那你可以看一下你支票中的一张，或者你到窗口的时候可以让他们给你查。

A：好的，还有什么？

C：你得加一下总计金额并填在这条线上。

A：总计是指我所有的支票、现金和硬币的总和，对吗？

C：对。好了，那就是所有你需要的了。

A：谢谢。非常感谢你。

实景对话2

A：Can you help me?I would like to make a deposit.

B：Please take a number. The number dispenser is over there.

A：Oh, sorry ! I didn't see that. Okay..... (takes a number and waits)

B：Now serving customer number 23.

A：That's me ! I would like to make a deposit.

B：Okay.Do you have a deposit slip filled out?

A : Deposit slip?Uh, no.....

B : That's okay. I can help you fill out one now.Next time, you can get a deposit slip from the bench by the number dispenser. If you fill it out while you're waiting, it will save time.

A : Okay, sorry about that.

B : How much would you like to deposit today?

A : Uh, let's see. May I borrow this calculator?Umm.....I've got a total of \$463. 97.

B : Is that all paper currency and coin?

A : No, it also includes a couple checks.

B : Would you like cash back?

A : Yes, I would like\$100 cash back, please.

B : Please sign and date right here on this line.

A : 你能帮个忙吗？我想存钱。

B : 请你拿个号。号码机在那边。

A : 哦，对不起，我没看到。好的.....（取号并等候）

B : 现在请23号客户。

A : 那是我，我想存钱。

B : 好的，你填写存款单了吗？

A : 存款单？嗯，没有.....

B : 没关系，我可以现在帮你填一张。下次你可以在号码机旁边

的工作台上取一张。你一边等一边填，会节省时间。

A：好的，不好意思啊。

B：你今天想存多少钱？

A：嗯，让我看看。我能借用你的计算器吗？嗯.....我总共有463.97美元。

B：都是纸币和硬币吗？

A：不，还有几张支票。

B：想换取一些现金吗？

A：是的，我想取回100美元，请帮忙.....

B：请在这条线上签名并注明日期。

外币账户 Foreign Currency Account

在汇率变化频繁的今天，将一定比例的储蓄货币（cash holdings）转换成很有前景的某种货币并存在账户中，有一定的安全意义，也可以实现一定程度的盈利。如果你做国际贸易，开设多种类货币账户（multiple currencies）是普遍且很有必要的。

◎I would like to diversify.我想实现多样化。

◎Can I exchange for dollars?我能换成美元吗？

◎What is the current exchange rate?目前的汇率是多少？

◎I would like to set up a dollar account, please.我想开设一个美元账户。

◎I maintain a Japanese Yen savings account.我保有一个日元储

蓄账户。

⊙Fluctuations in the currency market have cost me money this week.货币市场的波动给我这个星期带来了不少的损失。

⊙We can accept any foreign denomination.我们可以接受任何面值的外币。

⊙How much is the dollar trading at today?今天一美元能兑换多少?

确认一家银行

如果你的账务所在银行不能提供多种类货币储蓄账户 (multiple currency savings accounts), 你可以考虑一家较大规模的跨国银行 (large multinational banks)。查询开户所需的最低储蓄金额 (minimum deposit size), 以及时间。此外也要知道他们是否有外币计价存款证明 (foreign-denominated certificates of deposits)。

⊙Does your bank offer multiple currency savings accounts?贵行是否提供多币种储蓄账户?

⊙What is the minimum deposit size?存入的最低金额是多少?

⊙Can I make a deposit with a foreign-denominated certificate of deposit?我存款时是否给我开外币计价存款证明?

⊙How can I access my dollar account?我如何才能开设美元账户?

开账户 (open an account)

开账户时要明确是定期 (regular intervals) 收到利息还是利润自动再投资 (proceeds reinvested)。为以后的便利和各种可能, 应设法将新开外币账户和原有的支票账户相链接 (link the proceeds directly into your checking account)。清楚了解作为某行的储蓄账

户需遵守哪些要求和条件。

⊙I would like to receive interest at the regular payment period.
我想在定期付款期限内收到利息。

⊙Would it be possible to have the proceeds of this account
reinvested automatically?

这个账户的利息是否可以自动转入再投资？

⊙Can I link the proceeds of this account directly to my
checking account?我能否将这个账户的利息和我的支票账户相链接？

⊙What is the minimum deposit for this account?开设这个账户
的最低储蓄金额是多少？

挑选货币

考虑到汇率的变动（currency fluctuations），换汇存在一定的
风险。所以在选择货币（currency）时，需认真研究，了解汇率变化
的趋势，要明白哪些外币保持强劲走势，哪些疲软下滑。

⊙What kind of rates can I get for the Canadian dollar?我想要
（换）加元的话会是什么样的汇率？

⊙We do a lot of business with Australia.I would like to examine
the possibility of opening an account in Australian currency.

我们和澳大利亚有很多的贸易。我想了解开澳元账户的可能性。

⊙Can I only pull dollars out of this account, or is it possible to
withdraw RMB?我只能从账户中取美元吗？能不能取人民币呢？

别的形式

实现手中储蓄货币多样化还有别的形式（diversify your account

holdings)，例如购买股票，以外汇的形式结算红利（dividends）；也可以考虑购买美国存托证券（ADRs-American Depository Receipts），他们的股息会以美元的形式结算。

A：What other ways can I keep my money in foreign currency?

B：You can try specifying the dividends from your stock portfolio, they can pay out in dollars, RMB, or several other currency options.

A：有没有别的途径来持有外币？

B：你可以通过指定你的股票组合的股息（类型），他们可以付给你美元、人民币，或别的外币种类。

总结

“不要把鸡蛋都放在一个篮子里”。面对当前汇率变化的日新月异，把你手头的资金的一部分换成外币来存储很有现实意义。跨国大银行在外币业务上无论是外币种类还是服务的多样性都有一定优势。要选择发展稳定、势头良好的外币才能在一定程度上避免损失。

Words 单词表

account 账户

automatically 自动地

certain 一定的，确定的

currency 货币，流通

denomination 面额，面值

deposit 存款

diversify 多样化

earmarked指定的，专用的

equivalent等值，等效

interest利息

invest投资，投入

minimum最低，最小值

multiple多种多样的

penalty罚金，罚款

possibility可能性

proceeds收入，收益

rate比率

specify制定，规定

transaction交易，业务

withdraw提款，取钱

US Dollars美元，美金

Australian Dollar澳元

Canadian Dollar加币，加元

Chinese yuan人民币

Japanese Yen日元

Phrases 短语表

certificate of deposit存款单

checking account支票账户，存款账户

do business with.....做生意，和.....做买卖

foreign currency外汇

foreign denominated外币币值

have an account with sb与某人有交易

open an account开户

link sth to sth连接，链接

pay out付出

savings account储蓄账户

stock portfolio股票组合，股票期权市场

实景对话1

A : Welcome to Civic Construction bank, how can I help you?

B : We do a lot of business with Australia. I would like to examine the possibility of opening an account in Australian currency. Does your bank offer multiple currency savings accounts?

A : Yes, we offer multiple currency savings accounts for certain currencies.

Do you have an account with us now?

B : Yes. I have a US Dollar account with you guys.I also maintain a Japanese Yen savings account with another bank. For an

Australian Dollar account, what is the minimum deposit size?

A : The minimum deposit for opening a foreign currency account is the foreign equivalent of \$100.

B : Okay, that's good to know. Can I make a deposit with a foreign-

denominated certificate of deposit?

A : Certainly, that's no problem.

B : If I do set up a foreign currency account, can I link the proceeds directly to my checking account?

A : There are a few penalties for withdrawing a foreign currency in US Dollars or RMB. It is a fee of 0.2% per transaction.

B : What other ways can I keep my money in foreign currency?

A : You can try specifying the dividends from your stock portfolio, they can pay out in dollars, RMB, or several other currency options.

A : 欢迎来到公民建设银行。有什么可以为你效劳的？

B : 我们在澳大利亚有很多的贸易。我想确认看能不能开澳元账户。贵行是否提供多种外币的储蓄账户呢？

A : 是的，我们提供一定范围类型的多种货币储蓄账户。你在这里有账户吗？

B : 是的，我在你们这儿有一个美元账户。在别的银行保有一个日元账户。要在你们这儿开设澳元账户的话，最少应当存入多少钱？

A : 开外币账户时至少应当存入相当于一百美元的等值外汇。

B : 好的，幸好知道了这件事。存款时我是否可以开一个外币计价存款证明呢？

A : 当然，那没问题的。

B : 如果我开一个外币账户的话，我能否将进账直接链接到我的支票账户呢？

A : 以美元或人民币的形式提取外币要有一些罚金，相当于每笔交易的0.2%。

B : 有没有别的途径来持有外币？

A : 你可以通过指定你的股票组合的股息（类型），他们可以付给你美元、人民币，或别的外币种类。

实景对话2

A : How much is the dollar trading at today?

B : The dollar is down from yesterday. What currency were you interested in exchanging for?

A : What kind of rates can I get for the Canadian Dollar?

B : Canadian Dollars for purchase are running at 1. 40 per dollar.

A : That's a pretty good rate. I have a dollar account with you now.I would like to diversify. Would it be possible to exchange some of my dollar account and open an account with Canadian Dollars?

B : Certainly. What is the amount that you would like to start your account with?

A : Let's start with\$10 , 000 US Dollars. Would it be possible to have the proceeds of this account reinvested automatically?

B : Yes. Or you can receive interest monthly.

A : Okay. I guess to start, I would like to receive interest at the regular payment period.

B : Here is your new account number and account balance. You will be unable to access these funds for a period of 24 hours.

A : After the 24 hours, can I only pull Canadian Dollars out of this account, or is it possible to withdraw US dollars?

B : Because it is earmarked as a foreign currency account, you are limited on your transactions. You can withdraw up to 10%of the total balance, with a set fee of\$2 per transaction.

A : 今天美元的买卖价是多少？

B : 美元从昨天开始跌了。你想换什么货币？

A : 我买加元会是什么样的汇率？

B : 加元买入汇率在1.4兑一美元。

A : 那个汇率还不错。我在你们这里有一个美元账户，我想实现多样化，我是否可以把账户上的一部分美元换成加元并以此开一个账户？

B : 当然。你要存入多少金额？

A : 开始存入一万美元吧。该账户是否可以把收益自动转为再投资？

B : 是的，你也可以选择每个月收利息的方式。

A：好的，我想开始的时候就选择在定期付款期内收到利息的方式吧。

B：这是你的新账户和账户余额。在24小时内，你还不能动用这些资金。

A：24小时后，我是只能从这个账户中提取加元，还是也可以提取美元？

B：因为这是指定的外币账户，你的业务要受到一定限制。你可以取不超过总余额的10%的金额，而且每笔交易有2美元的费用。

换外汇 Foreign Currency Exchange

银行可以换外币（exchange foreign currency），但换外币的最好地方不一定是（not always）在银行。通过下面的换取外币的知识，你可以将换外币的损失减小到最少。

汇率和手续费（exchange rates and commission fees）

了解汇率和手续费是换钱之前的首要（imperative）工作。一定要牢记免手续费往往意味着不太好的汇率，他们赚取的汇率差价远超过手续费。

⊙What currency would you like to exchange?你想换什么币种？

⊙Do you accept \$50 bills?

你们接受面额50美元的吗？

⊙How much is the dollar trading at today?美元今天的交易价是多少？

⊙The American Dollar is worth 6.85 RMB.1美元值6.85元人民币。

⊙I would like to exchange Chinese RMB for Euros.我想用人民币换欧元。

⊙How much I exchange depends on the current exchange rate.我换取的金额取决于当前汇率的高低。

⊙The dollar is in bad shape these days.美元这些天的走势不好。

⊙What is the exchange rate for changing Chinese RMB into US Dollars?从人民币换到美元的汇率是多少？

⊙How much is the commission fee?手续费是多少？

⊙Is the commission fee a flat rate or percentage rate?手续费是固定的还是按百分比收取？

⊙What's the going rate for Japanese Yen?日元的汇率走势如何？

出国前 (**before departure**)

许多人都喜欢在出国前换好外币。这样虽然会保证一个较好的汇率，但不值得推荐 (not recommended)，因为携带大量现金不安全。

⊙I would feel a lot better if I had some cash in my pocket as soon as I arrived.如果到那儿时口袋里有些现金，我会感觉好得多。

⊙The rate of exchange is more favorable if I exchange my money at my home bank.

我在国内银行换钱汇率更优厚。

⊙You should be very careful traveling with that much cash on you.旅行时带那么多的现金在身上，你应当非常小心。

外国银行

外国银行收取的手续费普遍较高，而且汇率不够有利（unfavorable exchange rates）。当然在一些地方也有提供好汇率的银行，那需要全面了解（check around）。

☉Where can I exchange my money?我在哪里可以换钱？

☉The exchange rate is up today, you ought to get to a bank and exchange some money.

今天的汇率高扬，你应该去银行换些钱。

自动提款机（ATM）

自动提款机提取当地货币（in local currency）比较方便，但是相对昂贵，因为你的开户行和提款机所属银行都要跨洋自动收取手续费（overseas ATM usage fees）。所以，你出发前应当了解你开户行的手续费政策（fee policy）。

☉You'd better think twice about using the ATM.使用自动提款机你可得三思。

☉You'll get hit by a ton of fees if you decide to go the ATM route for exchanging money.

如果你通过自动提款机来换钱，那肯定会被收取不少费用。

☉Unless it's an emergency and you're strapped for cash, I wouldn't use the ATM to exchange money if I were you.

如果我是你，除非遇到紧急情况而且手头缺现金，否则我不会用自动提款机来换钱。

信用卡（credit card）

如果你的信用卡上有Master、运通或Visa等标志（seal），就表明此卡在国外很多国家和地区（overseas location）都能用。当然大部分公司都会收取一定金额的越洋使用费（overseas usage fees）。在临行前最好和银行确认一下在境外使用的费率。消费时记住告诉对方刷当地货币金额（in local currency）。

☉Do you accept Master card?

你们是否接受Master卡？

☉I have a Visa card.Can I use that?

我有一张Visa卡，可以用吗？

☉We only take American Express.我们只能刷美国运通卡。

总结

无论外出旅行还是外汇投资，换汇是必备的技能。汇率的高低是换汇的关键性因素，尤其当涉及金额相对庞大时，瞬息之间就有许多的差价被蒸发。另外要考虑的是手续费，机场的兑换处生意总是很好，但手续费也不低。通过自动提款机换取当地货币是最安全、最方便的，但手续费也最贵。总之既要汇率高，又要手续费低，就得仔细研究对比，找到最适合自己的方式。

Words 单词表

ATM自动提款机

bill账单

cash现金

current目前的，当下的

decide决定

denomination面额，面值

emergency突发事件，紧急状况

favourable肯定的，支持的，赞同的

fee服务费

limit限定，限制

Madrid马德里

prepare准备

probably可能

reasonable公平的，合理的，有理由的

Phrases 短语表

a bunch of大量的，大堆的

a ton of大量的

banking system银行系统

commission fee佣金，费用

depend on取决于，根据

find my way around sth找到解决某事的办法

flat rate固定费用

go for适用于

going rate现行价格，现行收费标准

have cash on you带现金

have some cash in (one's) pocket口袋里装现金

percentage rate百分比费率

take care of处理，负责

think twice (about sth) 三思，反复考虑

be strapped for cash缺钱，手头紧张

实景对话1

A : Are you excited for your trip to Madrid? Do you have everything prepared?

B : Yeah, I guess I'm ready. I am getting excited. But there are a bunch of details to take care of before I go.

A : Like what?

B : Exchanging money, for one thing.

A : Do you have to do that now, before you leave? Can't you just wait until you are there?

B : I would feel a lot better if I had some cash in my pocket as soon as I arrived. The rate of exchange is more favorable if I exchange my money at my home bank. So I think I want to just do it here before I leave.

A : You should be very careful traveling with that much cash on you.

B : I'm not too worried. If I don't get it done before I leave,

where can I exchange my money? I don't speak Spanish, so I'm afraid of not being able to find my way around the banking system in Spain. Well, I guess I could always go to an ATM.

A : You'd better think twice about using the ATM. You'll get hit by a ton of fees if you decide to go the ATM route for exchanging money. Unless it's an emergency and you're strapped for cash, I wouldn't use the ATM to exchange money if I were you.

B : Yeah, I guess you're probably right on that one.

A : Well, the exchange rate is up today, you ought to get to a bank and exchange some money.

A : 你为马德里之行感到激动吗？都准备好了吗？

B : 是的，我想我准备好了。我感觉很激动，但是临行前还有一大堆事要做。

A : 比方说？

B : 其中之一就是换钱。

A : 你现在就要换？在出发之前？为什么不到了当地再说呢？

B : 如果到那儿时口袋里有些现金，我会感觉好得多。在国内银行换钱汇率更好，所以我在离开前就得办好。

A : 带那么多现金旅行时可要非常小心。

B : 我倒不是特别担心。如果不在出发前办好，我在哪里能换钱？我不会西班牙语。我担心我搞不懂怎么用西班牙的银行系统。我想我只能是一直去自动提款机。

A : 使用自动提款机你可得三思。通过自动提款机来换钱肯定要花大量的服务费。换作是我，除非是在紧急情况下手头缺现金，否则

我肯定不用自动提款机换钱。

B : 是的，我想在这点上你可能是对的。

A : 今天的汇率上扬，你应该去银行换些钱。

实景对话2

A : Can I help you?

B : I would like to exchange some money. Do you accept \$50 bills?

A : We accept all denominations. What currency would you like to exchange?

B : I would like to exchange Euros for US Dollars. How much is the dollar trading at today?

A : The American Dollar is worth 0.67 Euro. How much would you like to exchange?

B : How much I exchange depends on the current exchange rate, 0.67 isn't as good as I had hoped. What's the going rate for RMB?

A : For Euro to RMB? The rate of exchange is 9.01.

B : How much is the commission fee? Is the commission fee a flat rate or percentage rate?

A : We charge a small commission fee of \$2 per transaction with no limit on the exchange amount.

B : Sounds reasonable. Give me 500 Euro worth of RMB.

A : Yes, sir.

A：需要帮忙吗？

B：我想换些钱。你们接受面额为50的欧元吗？

A：我们接受所有面额的，你要换什么货币？

B：我想用欧元换美元。美元今天的交易价是多少？

A：一美元值0.67欧元。你想换多少？

B：我换取的金额取决于当前汇率的高低，0.67比我期望的要低。人民币的汇率怎么样？

A：从欧元到人民币吗？汇率是9.01。

B：手续费是多少？手续费是固定的还是按百分比收取？

A：每笔交易我们收取2美元的手续费，换取金额不限。

B：听上去是挺划算的。给我500欧元的人民币。

A：好的，先生。

企业信贷 Corporate Credit

企业信贷 (corporate credit) 对一个企业的发展十分重要，它可以保护企业主自身的信用额度 (personal credit line) 免受企业债务的压力，还可以帮助企业贷到发展所需的资金 (take out loans)。

开始

一般的公司形式是有限责任公司 (limited liability corporation, 即LLC)，要申请信贷就需要有相关许可证和企业证明文件。最重要的就是联邦雇主身份识别号 (Federal Employer Identification Number, 即FEIN)，还有营业执照、销售税号 (sales tax numbers) 和法人身份证件号。

⊙I want to protect my personal credit line from liability.我不想用个人信贷借债。

⊙To cover operating costs, we'll have to take out a loan.为了支付营运成本，我们不得不贷款。

⊙We've applied to set up as an LLC.

我们已经申请成立一个有限责任公司。

⊙Do I need a business license?

我需要拿营业执照吗？

⊙What kinds of permits do I need to apply for?我都需要申请哪些许可证？

⊙We have registered with the appropriate places and already received our Federal Employer Identification Number.

我们已经注册了合适的地点并且已经收到了我们的联邦雇主识别号码。

⊙Operating a business can be a big liability for personal credit.

经营企业对个人信用构成了很大的负担。

⊙We need to research the different options available to us.我们需要调查各种可行性。

开账户

以企业的名义在一些声誉良好的金融机构开户，通常会得到一个邓氏编码（Data Universal Numbering System ID number，即DUNS）。申请通常会在7天内拿到。

⊙I'd like to open a bank account please.我想开一个账户。

☉Which financial institution will you do your banking at?你在哪个金融机构存钱?

☉It will take about seven days from your application to get your DUNS.从申请到拿到你们的邓氏编码大约要7天时间。

贷款方

借贷方总是倾向于贷款给新的企业。在与借贷方洽谈时，务必理解贷款条件和条款 (terms and conditions)、利率和费用 (rates and fees)、是否是年付费 (annual charges)、是否提前还款，还有罚金 (penalties) 等。

☉I found a list of potential lenders from an Internet search.我通过网络搜寻到一个具备实力的借款方清单。

☉We are willing to lend to relatively new corporations.我们愿意贷款给比较新的企业。

☉What are the rates and fees?利息和费用是多少?

☉Are there annual charges?有年费吗?

☉What kind of penalties are we subject to?我们涉及哪些罚金?

☉Tell me more about the terms and conditions.多给我讲一讲有关条件和条款。

☉Have we gotten the paperwork filled out yet?我们是否已经填好了资料?

由小到大

通过小额的贷款建立自己的信誉 (build your reputation)，在未来的贷款中你将获得更优惠的费率。即便是小额贷款也要准时偿还 (repay the loans)，将你的信用评级保持在70 ~ 80 (优秀)，总有

一天你会发现看似无关紧要的小信誉积累到一定程度就会产生意想不到的效果。

A : Do we fall in the range of good credit?

B : Yeah, we're currently running a credit score of about 68. We can improve that over time. The better record we have of paying back our loans on time, the more our credit will grow.

A : 我们进入优等信用了吗？

B : 是啊，我们现在的信用评分大概是68，我们以后还能改善。我们偿还欠款的记录越好，信用就增加越多。

⊙What is our corporate credit rating?我们的企业信用评级如何？

⊙How can we improve our credit rating?

我们怎样才能提高我们的信用评级？

总结

中国人有句老话叫“无债一身轻”。在现代商业世界中，反倒是适当的贷款可以减轻企业资金压力，并为发展提供动力。在申请企业贷款时，要提供足够的企业资质证明，选择实力较雄厚的金融机构作为信贷方。无论贷款额大小，按时还贷永远是第一位的。在这个诚信第一的社会里，为小的利益丧失了信誉将寸步难行。反之，好的信誉无论在什么环境下都可能得到最多的资源帮助。

Words 单词表

eligible有资格的

financial财政的，金融的，财务的

improve提高

liability责任，债务

license许可证，执照

offer提供，报价

option选项

penalty罚金

permit允许，许可

protect保护，防护

register注册，登记

service服务

stressful压力重重的，紧张的

Phrases 短语表

be a liability for有责任

cover costs收回成本，平衡成本

credit limit信贷额度，信贷限额

credit rating信用评级

credit report信用调查报告

credit score信用积分，信誉记录

establish credit建立信用

favorable term 有利条件，优惠条件

financial institution 金融机构

be just getting started 刚刚起步，才开始

line of credit 信贷额度

open an account 开户

operate a business 经营企业

operating cost 运营成本

personal credit 个人信用，个人信贷

take out a loan 获得贷款，借贷

terms and conditions 条款和条件

to begin with 首先，第一

whether or not 无论，不管

实景对话1

A : Excuse me, can you help to answer a few questions for me?
I'd like to open a bank account. We've applied to set up as an LLC. What kinds of permits do I need to apply for? Do I need a business license? What does it take to open a bank account so I can start growing my corporate credit?

B : Have you received your FEIN for your business yet?

A : Yes. We have registered with the appropriate places and have already received our Federal Employer Identification Number.

B : Well, if you brought all the necessary paperwork, I can help you open an account now.

A : Great ! How long will it take before we are able to get our Data Universal Numbering System ID number?Can we apply for a loan from your bank right away?

B : It will take about seven days from your application to get your DUNS. We are willing to lend to relatively new corporations. We can help you apply for a loan as soon as you receive your number.

A : Tell me more about the terms and conditions for borrowing as a new business. What are the rates and fees?Are there annual charges?What kind of penalties are we subject to?

B : We'll have to do a credit report on your company. If you wait just a moment, I can look it up for you.

A : What's our corporate credit rating now?Do we fall in the range of good credit?

B : You're currently running a credit score of about 68. You can improve that over time. The better record you have of paying back your loans on time, the more your credit will grow.

A : 打扰你一下，你能否帮我解答几个问题？我想开一个银行账户，我们已经申请了一个有限责任公司，我要申请账户的话需要哪些许可证？我要拿营业执照吗？怎样才能通过开银行账户增加企业信用？

B : 你有没有收到给你企业的联邦雇主识别号码？

A : 是的，我们已经登记了合适的场所并已经收到了我们的联邦雇主识别号。

B：那好，如果你带了所需资料，我现在可以帮你开一个账户。

A：好极了，我们需要多长时间拿到邓氏编码？我们立刻就能从银行贷款吗？

B：从申请到得到邓氏编码需要大约7天时间。我们很愿意贷款给较新的企业。

你一拿到号码我们就帮你尽快贷到款。

A：请多给我讲一讲你们给新的企业贷款的条款和条件。利率和费用是多少？

有年费吗？我们对应的罚金有哪些？

B：我们必须先调查你的公司信誉。请稍等片刻，我可以帮你查看一下。

A：我们的企业信贷评级如何？我们进入优等信用了吗？

B：你们目前的信贷评分大概是68分。你们以后能够提高。你们偿还贷款越准时，你们的记录就越好，信誉也会随之增长。

实景对话2

A：I'm just getting started with my business, but the financial part of it is really stressful. Operating a business can be a big liability for personal credit. To cover operating costs, we'll have to take out a loan, but I want to protect my personal credit line from liability.

B：Not to worry. All you have to do is establish corporate credit, and then you can use your business to take out a loan.

A：Is that right? How easy is it to get a loan?

B : Usually it's not too difficult. But whether or not you get favorable terms will depend on your credit rating. The better your credit rating is, the better your options are and the easier it is to get a loan.

A : That makes sense. But how can we find out what our corporate credit rating is to begin with? And if it's low, then how can we improve it?

B : Those are very important questions to ask. You can usually find out what your credit score is quite easily by asking for a credit report. Often financial institutions will offer this as a free service. Which financial institution will you do your banking at?

A : I'm not sure. We need to research the different options available to us. I guess I will choose the one that gives us the best terms and conditions.

A : 我的生意才刚刚起步，但在财力方面确实是压力重重。经营一个企业对我的个人信用构成了很大的负担。为了能够支付运营成本，我们不得不贷款，但是我不想用个人信贷借债。

B : 别着急。你要做的只是设立一个企业信用，然后就可以用企业信用借贷。

A : 那行吗？容易贷到款吗？

B : 通常情况下不难。能否得到好的条件取决于你的信贷评级。信贷评级越好，选择就越好，而且越容易贷到款。

A : 这很有道理。开始的时候怎么才能找出我们企业信贷评级呢？如果评低了，怎么才能提高呢？

B : 这些都是非常重要的问题。你可以通过申请一个信誉报告很方便地得到你们的信誉评分。通常金融机构都免费提供这样的服务。

你在哪些金融机构存款？

A：我不肯定。我们需要调查各种可行性。我想我会挑一个给我们最优厚条件和条款的机构。

申请信用卡 Applying for a Credit Card

信用卡由银行、信用卡公司或零售商 (retailer) 等发行，是一种有特定条件和时间限制、收取一定利息费用 (specific limit, time period and interest rate)、可提供信贷消费的服务卡。有很多种不同的信用卡可供选择。个人可以通过在线申请，或者递交表格当面申请，也可以通过电话申请。

研究

通过报纸、财经杂志或者网络来查询各种信用卡。需要了解的信息包括：费率 (rates)、固定或浮动利率 (the fixed or fluctuating interest rates)、年利率 (APR)、信贷限额 (credit limits)、免利率的天数 (interest-free days)、罚金 (penalties)、偿还宽限期 (grace periods)、预支现金政策 (schemes for cash advances)、余额转移 (balance transfers)，以及相关的优惠。选择一个最符合你的要求的 (suit your requirements)。

⊙What's the APR on this card? 这张卡的年利率是多少？

⊙You'll have a credit limit of \$10,000.

你将拥有的消费限额是一万美元。

⊙As a special introductory offer, this card offers no-interest for 90 days. 这张卡作为初次使用有特别优惠，在90天内不收利息。

⊙Can I use this card to get a cash advance? 我能否用这张卡来预支现金呢？

先决条件

了解申请所需满足的条件，包括驾照号码、社会保障号（social security number）、出生日期、地址证明认证（proof of address）。一般情况下不要求在某特定银行有账户或相应数额的存款（maintain a minimum bank balance）。

⊙The credit card company requires you to submit your driver's license number and date of birth.

信用卡公司要求你提供你的驾照号码和出生日期。

⊙To prevent identity theft, you will be asked to confirm many personal details.为了避免个人身份信息被盗，你将被要求确认许多的个人资料。

⊙It doesn't matter what bank you use, you can still apply.不管你用的是哪个银行，你都可以申请。

申请

通过信件：首先确保信用卡公司是否接受信件申请，大部分情况下个人身份的资料复印件不被接受。寄原件会存在遗失危险，对申请期间的生活也带来不便。

通过电话：信用卡申请的电话大多是免费拨打的（toll free number）。你想要向其申请的信用卡公司的号码可以通过黄页、在线、报纸杂志来查询。按照语音提示（automatic instructions），输入号码或者接通信用卡申请接线员就行。在线申请：最快、最简单也是大部分申请人倾向的方式（most preferred）。信用卡公司的网页都有该项服务。申请时将资料准备齐全，包括扫描各种资料。

⊙I would like to apply for a credit card.我想申请一张信用卡。

⊙Can I put this on credit?我可以用信用卡支付吗？

◎What's your credit rating look like?你的信贷评级怎么样？

◎I want a credit card with no annual fee.我想要一张没有年费的信用卡。

◎Some cards offer special deals, like the accumulation of frequent flyer miles whenever you make a purchase.

有的信用卡会提供一些特别的待遇，例如你的购物会积累飞行里程。

◎What's the grace period on your credit card bill?

你的信用卡账单偿付宽限期多长？

◎If you don't pay your bill within a certain amount of time, you will end up paying a lot in interest.

如果在一定的期限里没有付账单，那你就得付很多的利息。

◎This is the original document.

这是资料原件。

◎By clicking this box, you indicate you agree with the terms and conditions.点击方框，表明你同意条件和条款。

此外

你可以申请你有兴趣的任何信用卡，但是信用卡公司需要一定时间来了解你的信贷评级（credit rating），并确认你是否有可靠的财力背景（reliable financial background）。

A : I applied for three different credit cards.

B : Yeah, but you won't know if you'll be accepted by the credit card companies and be awarded the cards until they have

completed a credit report on you.

A：我申请了3种不同的信用卡。

B：是啊，但是在公司完成对你的信用调查报告之前，你都不会知道他们是否接受你并且给你卡。

总结

信贷消费在我们身边日益流行。方便快捷而且安全都是信用卡的优势。申请经济实惠又要符合自身情况的信用卡需要多多地对比和研究。无论是用哪种方式申请，都要保证个人信息的准确无误。信用卡以个人信誉为担保，所以发行单位要花一定时间来调查申请者的信誉。

Words 单词表

accumulation积累，储蓄

agency代理，代理商

application应用，申请

certain确定的，某些的

deal交易，买卖

debt债务，欠债

indicate表明，指示

interest利息，兴趣

introductory初步的，入门的

option选择，选项

sign注册，符号，记号

Phrases 短语表

annual fee年费

apply for申请

cash advance预支现金，现金垫付

credit limit信用额度

credit rating信用评级，信贷评级

end up结束，告终

first-time第一时间，第一次

frequent flyer miles航空里程

grace period宽限期

make a purchase购买

nope不，不是（口语）

not totally sure不完全确定/肯定

ought to应该，应当

pay off a bill偿清，付清账单

research sth out了解清楚，搞明白

there's no telling很难说，没法说，没人知道

identity theft身份窃贼

line of credit 信贷限额, 信用限额

实景对话1

A : Would you mind helping me complete this application for a credit card?

B : Sure, no problem. Let's take a look at what they're asking you for.....

A : Here's the paperwork.

B : Hmm.....As a special introductory offer, this card offers no-interest for 90 days.

A : That's good, right?

B : Sure ! It means they won't charge you interest on the debt you carry for the first three months. But hopefully, you won't be going into debt that fast !

A : Can I use this card to get a cash advance?

B : Let's see here.....Yes, it seems you can, but there are some fees involved.

A : So what do I need to get started on the application?

B : Well, some simple things like your name and address. The credit card company requires you to submit your driving license number and date of birth. To prevent identity theft, you will be asked to confirm many personal details.

A : Wow, there are a lot of details they're asking for.

B : Yes. And after you complete that part, you sign here to

indicate you agree with their terms and conditions.

A : So it's that easy?After I fill this out, then I'll have a credit card?

B : No, the company still has to review the information. You won't know if you'll be accepted by the credit card companies and be awarded the cards until they have completed a credit report on you.

A : 你能帮我填这份信用卡申请表吗？

B : 当然，没问题。让我们看看他们都要求些什么。

A : 资料在这里。

B : 嗯.....这张卡作为初次使用有特别优惠，在90天内不收利息。

A : 那很不错，对吗？

B : 当然，那意味着在最初的3个月里他们不会收取你债务的利息。但是，很有可能你不会那么快陷入债务之中。

A : 我可以用这张卡预支现金吗？

B : 看看.....是的，看上去你可以，但要收取一些费用。

A : 那我需要怎么开始申请呢？

B : 哦，需要一些简单的信息，包括你的姓名和地址。信用卡公司要求你提供驾照号码和出生日期。为防止个人信息被盗，你被要求确认很多个人资料。

A : 哇，看上去他们要求一大堆的细节。

B : 是的，填完这部分之后，你在这里签字表示同意接受他们的

条款和条件。

A : 就这么简单？我填完这个之后就可以拿到卡了？

B : 不，公司还要审核信息。在公司完成对你的信用调查报告之前，你都不会知道他们是否接受你并且给你卡。

实景对话2

A : I would like to apply for a credit card. I want a credit card with no annual fee. Do you know any good cards to apply for?

B : Oh sure, there are tons of credit cards you can apply for. Some cards offer special deals, like the accumulation of frequent flyer miles whenever you make a purchase. There are a lot of different options, so before you apply, you ought to research it out. What's your credit rating look like?

A : I'm not sure. I guess my credit is pretty good.

B : Have you had a credit card before?

A : Nope, this would be the first time for me to apply.

B : Well, then, there's no telling what your credit rating will look like. But when you do get your credit card, be sure to pay off your bill within the grace period. If you don't pay your bill within a certain amount of time, you will end up paying a lot in interest. Also, as a first-time credit card holder, you will probably have a lower line of credit. You'll probably only have a credit limit of \$10,000.

A : Do you think I should just try to get it through my bank?

B : You could, but it doesn't matter what bank you use, you can still apply through other credit agencies.

A：我想申请一张信用卡。我想要那种没有年费的。你知道有什么好的卡吗？

B：哦，当然，有一大堆信用卡你可以申请。一些卡提供特价，例如你的购物会积累飞行里程。有很多种不同的选择，所以你在申请之前应该了解清楚。你的信用评级怎么样？

A：我不肯定，我想我的信用很好的。

B：在此之前你有过信用卡吗？

A：没有，这是我第一次申请。

B：如果是这样，那就没法说你的信用评级怎么样。但是当你拿到信用卡时，一定要确保在宽限期内把账单付清。如果在一定的期限里没有付账单，那你就得付很多的利息。同时，作为首次申请的持卡人，你很可能只有较低的信贷额度。你可能只有一万美元的信贷限额。

A：你觉得我是否应该从我的银行来获取呢？

B：可以的，用哪家银行都行。你还可以通过别的信贷机构来申请。

十项全能之八 营销和销售 Marketing and Sales

营销策略 Marketing Strategies

营销策略是推动销售的指导思想。一个坚实的销售计划 (solid marketing plan) 是调研、思考和创新共同的结果。没有计划的销售难逃失败的厄运 (doomed to failure)。在一个充满竞争的市场中，要扩大市场份额 (grow market share)，对市场的敏感 (sensitivity to the market) 和积极进取的竞争力 (aggressive competitiveness) 是必不可少的。

二八分割原则

营销中二八黄金分割 (Golden 20/80 rule) 应用很广泛，意思是八成的销售额来自于两成的客户基础 (client base)，也就是说要扩展市场份额，就要在两成的客户身上做文章；在扩大全部客户基础上 (expand your total customer base)，也可以带动提高销售量。在此原则指导下，营销策划人都愿意回归基础 (go back to basics)，询问现存客户的需求，以提高产品和服务质量来迎合新老客户。

◎What can we do to elicit more sales from our strongest customer base?我们怎么才能从最坚实的消费者基础上赢得更多的销售额？

◎We need to appeal to a greater part of the market segment.我们有必要争取更大的市场。

◎We need to expand our customer base to have a larger percentage of prospects.我们需要扩大客户基础来得到更多市场比

例。

◎Who are our existing clients?

我们的现存客户都是谁？

◎What are the needs of our prospective customers?我们的潜在客户的要求都是什么？

◎How can our product better reach existing and new customers?我们的产品如何才能更好地深入现存的和新的客户中？

了解竞争状况

竞争无处不在。对竞争对手之间各自把持的市场份额要有清晰的认识，但绝不能被其误导（be deceived），因为消费者总是反复无常的（customers are fickle），任何一个理由都可以改变他们的消费决定。了解对手（know the enemy）才能制定正确的应对策略。

◎What does the market look like?市场情况如何？

◎What's the competition doing?竞争对手都在做什么？

◎We have our own part of the market share.我们拥有自己的市场份额。

◎Are we up against?What's our strongest competitor?我们如何应对？我们最强劲的竞争对手是谁？

◎Our marketing share is being reduced by the competition.由于竞争，我们的市场份额在缩水。

◎How can we increase our market share?

我们怎么才能增加我们的市场份额？

◎We want to commandeer more of the market share.我们想占

领更多的市场份额。

⊙How can we stop our market share from splintering?我们怎么才能阻止市场份额被分解。

开拓新的市场领域

推陈出新可以是改变现有产品和服务 (change existing services and products)，也可以是研发全新的产品 (entirely new ones)。“喜新厌旧”在市场上是很普遍的事情。客户的忠诚度 (customer loyalty) 可供参考，但绝不可以依赖。提高现有产品质量来更好地迎合消费者需求，或者研发全新的产品来获得新领域内的客户，都是增加市场份额的办法。

⊙It would be more competitive to.....通过.....则将更具竞争性。

⊙Let's focus on creating new markets.让我们重点开拓新的市场。

⊙What can we do to make our product more exciting?我们才能让产品更具活力？

⊙We need to come up with a new version of our product.我们需要研发一个新版本的产品。

⊙This concept is entirely new.这是个全新的概念。

⊙If we can get our new idea off the ground, we can increase our market share with a new niche of consumers.

如果我们能想出新点子，我们就能靠新客户来增加市场份额。

⊙Market research shows that our customers are changing their preferences.

To stay on top, we've got to make some changes.

市场调研表明我们的客户正在改变他们的喜好。为了立于不败之地，我们必须有所改变。

总结

有人误认为营销策略就是打广告、搞促销，而真正意义上的营销策略是为实施具体方式提供方向，做到有的放矢。无论是推陈出新，还是选择薄利多销，都是主动出击而不是被市场拖着走。市场的领军人物无一例外地都有一套高人一筹的营销策略。让别人跟着自己走，而自己跟着市场风向走。

Words 单词表

commandeer强行获取

competition竞争

competitive有竞争力的

copy-cat模仿者，抄袭者

effectively有效地，明显地

elicit引出，探出，诱出

existing现存的，现行的

expand扩大，增加，增强

imitation模仿，仿制品，贗品

niche（产品的）商机，市场地位

preference偏爱，爱好，喜好

prospective 有望的，可能的，预期的

reduce 减少，缩小

re-innovate 再创新

retain 保持，持有，保留

segment 部分，分割/划分

splinter 分裂

version 形式，版本

Phrases 短语表

a bunch of 大量，大批的

be appeal to 迎合，争取

as it stands now 目前的情况是，照原样

crop up 突然出现，发生

count on 指望，依靠

customer base 客户基础

customer loyalty 客户忠诚度

get sth off the ground 使突破/进展

greater part 大部分，很大程度上

market share 市场份额

market splintering 市场割据

move into (a market) 涉足/进入 (市场)

niche market 縫隙市场

no-name 无名的

product line 产品线

实景对话1

A : What does the market look like?What's the competition doing?Would we be more competitive if we made some changes to our product line?

B : We have our own part of the market share, but we need to appeal to a greater part of the market segment. As it stands now, we are suffering from a splintering of the market share.The longer we've had products on the market, the more copycat products show up from our competitors, so our market share is effectively being reduced by the competition.

A : What are we up against?Who's our strongest competitor?

B : GPE has always been one of our major competitors, but recently we've had to deal with a bunch of small no-names cropping up with imitations. We can increase our market share by coming up with a new version of our product.

A : What can we do to make our product more exciting?

B : That's a good question to ask ourselves, but we also need to know who are existing clients are and what are the needs of our prospective customers. We need to know what we can do to elicit more sales from our strongest customer base.

A : To stay on top, we've got to make some changes.

A：市场看上去怎么样？我们的竞争对手在做什么？如果我们调整产品种类是否会更具竞争力？

B：我们有自己的市场份额，但是我们有必要争取更大的部分。目前的情况是，我们正在遭受市场份额被瓦解的现状。我们的产品投放市场的时间越长，来自竞争对手的仿制品就越多，所以我们的市场份额由于竞争而明显在缩小。

A：我们如何应对？谁是我们最强劲的对手？

B：GPE一直都是我们最主要的竞争对手之一，但是最近我们得应对一大堆突然钻出来的不知名的依靠模仿的小企业。我们可以通过投放新型产品来增加市场份额。

A：我们怎么做才能够让产品更加具有活力？

B：这是一个好问题，是一个突破方式，但是我們也需要知道谁是我们现存的客户，我们潜在客户的需求是什么。我们需要了解通过什么途径才能够从我们最坚实的客户基础上赢得更多销售额。

A：为了立于不败之地，我们必须有所改变。

实景对话2

A：Market research shows that our customers are changing their preference.

We can't count on customer loyalty to keep our market share.

B：Well, as I see it, there are two things we can do. First, we have to redesign our products and services to appeal to the changes in the market. The question we should be asking is how our product can better reach existing and new customers. We need to expand our customer base to have a larger percentage of prospects.

A：Okay, so you're saying that we want to commandeer more

of the market share. What's the other thing?

B : I think we should also focus on creating new markets. Not only will we retain our existing customers by re-innovating our products, but also we can expand our customer base by moving into niche markets.

A : That means we have to spend time and money on product development.

We'd have to come up with a product that is entirely new.

B : That's right, but if we can get a few new ideas off the ground, we can increase our market share with a new niche of consumers.

A : 市场调研表明我们的客户正在改变他们的喜好。我们不能指望客户的忠诚度来维持我们的市场份额。

B : 依我所见，有两件事我们可以做。首先，我们得重新设计我们的产品和服务来迎合市场的变化。问题是我们的产品如何才能更好地深入到现有的和新的客户。我们需要扩大客户基础来得到更多市场比例。

A : 好的，你的意思是我们要占领更大的市场份额。另一个呢？

B : 我想我们需要重点开拓新的市场。我们不仅要通过对产品的再创新来保留现有客户，我们也可以通过涉足缝隙市场来扩大我们的消费者基础。

A : 那就意味着我们得在产品研发上投入时间和财力。我们得拿出全新的产品。

B : 没错。如果我们能想出新点子，那我们就能靠新客户来增加市场份额。

销售审核 Sales Reviews

在审核销售业绩时，数据是关键（the numbers are the key）。通过业绩数据，每个销售员的表现便一览无余。在关注没有达标人员的同时，要对销售明星（top performers）表达赏识和感激（make them feel appreciated）。

制定目标（set goals）

销售目标（sales goals）的制定要遵循“合情合理并可以实现”（reasonable and obtainable）的原则，其强度要足以对销售人员构成挑战，但也要让他们在不懈努力（significant effort）之下能够实现。通过达标情况也可以发掘队伍中的明星人物。

◎Our goal for this quarter is to overturn\$80,000 net income per sales associate per project.

我们这个季度的目标是每个销售员每个项目销售额超过8万美元。

◎Each account executive should be pulling in a minimum of \$10,000 profit per month.

每个客户经理每个月应当至少赚入一万美元。

◎To do your part, you need to be bringing in 20 new clients per month.要做到你的部分，你需要每个月发展20名新客户。

◎Jason, as a junior account manager, this month we are expecting you to meet our monthly goal of 10 new clients. You also need to bring in at least\$50,000 in profits from the projects of our existing customer base.Are youup for the challenge?

Jason，作为初级客户经理，我们希望你每个月发展10名新客户，并且在现有客户那里至少赚入5万美元。准备好接受挑战了吗？

通告和统计

告知所有的销售人员下一时间段 (time period) 的目标。这些目标不在万不得已的情况下不做调整。在销售时间段后，统计每个销售员的营业额和平均营业额，并总结比较销售情况。

◎Let's take a look at the numbers for this quarter.让我们看一下这个季度的数据。

◎Average profit per account representative was\$50 , 000.每个客户代表的平均盈利是5万美元。

◎Only 15%of our sales department met their goals for September.我们销售部门中只有15%的人实现了他们在9月份的目标。

◎Sales volume this period averaged\$75 , 000 per sales associate, with our top performers bringing in over 70%of the total sales. Congratulations to Roxie, Maxine, Ellen, and Marcus.Their combined total of sales this quarter is over a million dollars.

这个阶段每个销售员平均做到了7万5千美元，几位销售明星贡献了总额的70%。祝贺Roxie、Maxine、Ellen和Marcus。这个季度销售总额超过了100万美元。

目标实现时

对于达标的销售一定要表示祝贺和积极肯定 (positive review) 。超标10%以上者就应当被评为销售明星，得到许诺的奖励 (predetermined prize) ，被树立为众人的榜样。

◎We're looking great this month ! 这个月我们棒极了！

◎Congratulations to our top performers this month.祝贺我们这个月的明星人物。

◎You did a great job this quarter ! Keep up the good work ! 这个季度里你的工作非常出色！继续保持！

◎You are one of the company's most valuable sales associates.You are consistently in the top ten performers.

你是公司最有价值的销售员之一。你连续成为排行前10的销售明星。

◎We'd like to show our appreciation for your hard work.In addition to your commission, we'd like to give you a\$2000 bonus.

对于你的辛勤工作我们表示赞赏。除你的佣金之外，我们还要给你2000美元的奖金。

◎Thanks for your hard work.I'm giving you a positive review. 感谢你的辛勤工作，我给你一个肯定的审评结果。

◎You've exceeded all our goals for this month.你突破了我们这个月的所有目标。

如果没有实现目标

当销售团队没有实现所期望的目标时，就要和队员一起反省失利的原因，争取在下一阶段实现目标。对于一些屡战屡败的销售员，依程度给予当面或者书面的警告，甚至辞退（terminate）。

◎Our sale's team is not pulling in the type of numbers we want them to.我们的销售团队没有获取我们对他们所期望的业绩数字。

◎We need to put in more hours in cold calls.我们应该在电话推销方面投入更多的时间。

A : I had a really bad month. I lost three of my major clients to competitors , and I also came down with a severe case of the flu. I was out of work in the hospital for two weeks, so I wasn't able to

keep up.

B : I understand your health difficulties, and will take that into consideration. But this is the third month in a row that you've fallen short of your goals. If you don't make it this month, I'm afraid we'll have to consider letting you go.

A : 我这个月糟透了。我有3名主要客户被竞争对手抢走，而且我得了重感冒。

我请假在医院住了两个星期，所以我没有达标。

B : 我理解你的身体状况，我会考虑到这个。但是这是你第三个月没能达标了。

如果这个月你还不能实现销售目标的话，恐怕我们得考虑让你走人了。

总结

赏罚标准是业绩数据。在与预期指标的对比过程中做到恩威并举，对于实现目标或表现出众的就应当嘉奖鼓励；对于没有实现的，就应当帮助其反省原因，避免在下一阶段再次落后。

Words 单词表

actually事实上

average平均

bonus奖金，补贴

combined联合的，组合的

commission佣金

exempt除过，免除

evaluate评价

net净的，纯的

overturn翻转，推翻

per每

personally个人地，亲自地

quota配额，限额

representative代表

Phrases 短语表

account representative客户代表

break a record打破纪录

bring in (clients) 发展/引来客户

business generation业务开发

cold calls电话推销

do your part完成你的职责

evaluative period评价期

far less than远远低于

get right to it马上就开始

hit a goal击中目标

in a row连续几次地

let sb go解雇某人

make (achieve) a goal实现/达到目标

sales associate销售员

put in (time) 花费/投入 (时间)

sales volume营业额 , 销售量

set a goal制定一个目标

total sales销售总额

be through the roof超出预期 , 超过想象

up for/to the challenge准备迎接挑战

实景对话1

A : First, let me thank you all for coming to our sales review. Welcome to those of you who are new. Let's get right to it and take a look at the numbers for this month. Average profit per account representative was \$50 , 000 , which is far less than the goal we set in August.

B : What was the goal for this month again?

A : Our goal for this month was to overturn \$80 , 000 net income per sales associate per project. Only 15% of our sales department met their goals for September. These numbers are terrible, people !

C : What about some of the other goals? I know I personally didn't make the \$80 , 000 goal, but I brought in more than 30 new clients !

A : Yes, Tina, we appreciate your hard work to bring in new clients. You are actually one of our top performers in new business generation. Most people didn't make that goal either. To do your part, you need to be bringing in 20 new clients per month. We need to put in more hours in cold calls.

B : What about our new sales associates? Are they expected to hit the same goals as the rest of us?

A : New associates, like Jason here, are exempt for one evaluation period.

Jason, as a junior account manager, we are expecting you to meet our monthly goal of 10 new clients. You also need to bring in at least \$50,000 in profits from the projects of our existing customer base. Are you up for the challenge?

D : Yeah, I think so.

A : 首先，我感谢各位参与我们的销售回顾总结，并对你们当中新的成员表示欢迎。让我们马上开始，来看一下这些数据，每个客户代表的平均利润是5万美元，远低于我们在8月份制定的目标。

B : 这个月的目标本来是多少来着？

A : 我们这个月的销售目标是每个销售代表每个项目超过8万美元。9月份销售部门只有15%的人实现了他们的目标。这些数据结果太糟糕了，各位！

C : 我们别的一些目标呢？我知道我本人没有做到8万美元，但是我发展了超过30名的新客户！

A : 是的，Tina，我很欣赏你对发展新客户做出的辛勤工作。在新业务的拓展方面你无疑是最耀眼的明星之一。大部分人没有实现这个目标。在你的职责内至少每个月要发展20名新客户。我们需要花

更多的时间进行电话推销。

B：新来的销售员怎么办？我们也指望他们实现和其他人一样的目标吗？

A：像Jason这样的新销售员，在一个评估期内可以免除指标。Jason，作为初级客户代表，我们希望你每个月发展10名新客户，而且要在现有客户那里至少赚入5万美元。准备好接受挑战了吗？

D：是的，我想可以的。

实景对话2

A：Everyone here?Okay, let's get started. We're looking great this month! Sales volume is through the roof.Congratulations to Roxie, Maxine, Ellen, and Marcus.Their combined total of sales this month is over a million dollars.

B：Wow, is that breaking a record or something?

A：Whatever it is, I'm happy with what I see. You did a great job this month!

Keep up the good work!

C：Good job, everyone!

A：I'd like to specially recognize Roxie. You've exceeded all our goals for this month. And you are one of the company's most valuable sales associates.You are consistently in the top ten performers.We'd like to show our appreciation for your hard work.In addition to your commission, we'd like to give you a\$2000 bonus.Thanks for your hard work.

D：Wow, thanks!

A : Gerry, can I speak to you in private for a moment? E : Uh. Yeah.

A : Can you explain why you were unable to meet your sales quotas for November?

E : I had a really bad month. I lost three of my major clients to competitors , and I also came down with a severe case of the flu. I was out of work in the hospital for two weeks, so I wasn't able to keep up.

A : I understand your health difficulties, and will take that into consideration. But this is the third month in a row that you've fallen short of your goals. If you don't make it this month, I'm afraid we'll have to consider letting you go.

A : 都到齐了？好的，开始吧。我们这个月干得漂亮！销售量好得不得了。祝贺Roxie、Maxine、Ellen，还有Marcus，他们这个月的销售总额超过了100万美元。

B : 哇，破纪录了吗？

A : 不管破没破，我对结果很满意。你们这个月干得漂亮！继续好好干！

C : 祝贺大家！

A : 我要特别表扬Roxie，你突破了这个月的所有目标，你是公司最有价值的销售员之一。你连续成为排行前10的销售明星。对于你的辛勤工作我们表示赞赏。除你的佣金之外，我们还要给你2000美元的奖金。感谢你的辛勤工作。

D : 哇，谢谢。

A : Gerry，我能私下和你聊聊吗？ E : 嗯……好的。

A：你能解释为什么没能完成11月的销售额吗？

E：我这个月糟透了。我有3名主要客户被竞争对手抢走，而且我得了重感冒。

我请假在医院住了两个星期，所以我没有达标。

A：我理解你的身体状况，我会考虑到这个。但是这是你第三个月没能达标了。

如果这个月你还不能实现销售目标的话，恐怕我们得考虑让你走人了。

决定价格 Determining Prices

定价的高低决定收益的多少（bringing home the bread）。你的产品和服务的价格取决于你的生意类型和你面对的竞争对手。定价前需要做许多的调查研究和计算。让我们来了解其中的细节。

你的目标是什么？

你所追求的是长远效益还是当前利益（maximize long run or short run profits）？想要薄利多销吗？可以参考成本累加定价（cost-plus pricing）、收益率（rate of return pricing）和竞争因素。

⊙We should focus more on the long-term. 我们应当把重点放在长期效益上。

⊙What do we need to do to maximize our profits? 我们该怎么做才能使得我们的利益最大化？

⊙We need to increase sales volume. 我们需要增加销售量。

⊙What are we seeing as far as consumer demand goes? 迄今为止我们看到的消费者需求如何？

⊙What kind of demand are we facing?我们面对的是怎样的需求？

成本累加定价法

成本累加定价指的是：在成本基础上加管理费和一定百分比的利润。成本累加定价操作简单，所需参考信息较少，但对于消费者利益涉及不多，缺乏对竞争对手的考虑。

⊙We need to at least break even.我们需要至少保本。

⊙Consider how much it costs us in raw materials and overhead.考虑我们对原材料和管理费用的投入。

⊙To determine our pricing based on cost-plus pricing, at first, we need to calculate how much it costs us to produce our product. We add in all of the overhead and administrative fees, and then put a percentage profit. It's pretty easy to figure out.

根据成本累加的定价法，我们首先需要算出生产成本，然后加入所有的管理费和行政费，最后再加上一定百分比的利润。这是很容易弄清楚的。

⊙If we sell our product based on cost-plus pricing, we might be losing out in the long run. If there is a great demand for our product from consumers, they will be willing to pay a price much higher than the actual cost.

如果我们按照成本累加来算价格，从长远来看是不利的。如果消费者对我们的产品需求很高，他们会愿意付出高于成本较多的费用。

投资回报率定价法

投资回报率定价法是按照投入和产出的对比（weigh the pros and cons），也就是收益率来定价（rate of return pricing）。这种方

法常被垄断者 (monopolists) 看好。在使用该方法时你需根据市场的变动不时做调整，通过权衡销售量带来的回报率 (the rate of return in relation to sales revenue) 来定价。

⊙What's our rate of return?

我们的回报率是多少？

⊙We have to keep our ear to the ground.To make our rate of return pricing work, we have to stay on top of the market.

我们必须紧跟市场，必须站在市场的最前沿来根据收益率定价。

⊙Our prices are determined by examining the rate of return in relation to our sales revenue.

我们销售量所带来的回报率决定我们的价格。

竞争定价

竞争定价就是在保证盈亏平衡 (break even) 的基础上通过参考竞争对手价格来定价。在质量相似或相同的情况下，这种定价有利于争取客户，增加销售量，从长远角度 (in long terms) 保证盈利。

⊙How can our competitors keep undercutting us like this?我们的竞争对手怎么能够像这样和我们压价竞争？

⊙Let's check out the competition.让我们调查竞争情况。

⊙We are limited by our supply.我们在供应上受限。

⊙It's a jungle out there !

已到生死关头了！

A : What kind of price is the competition charging?We should be able to meet or beat the competitor's price.

B : Based on my analysis, I don't know how we can do that and still break even ! I don't know what their secret is ! How are they able to charge such a ridiculous price and still be making money?

A : 竞争对手是怎么收费的？我们应当在价格上与其持平或者胜出。

B : 根据我的分析，我不知道怎么才能既降价又保证盈亏平衡。真不知他们有什么秘密！他们怎么能够售那么低的价格而且依旧在挣钱？

总结

大部分人在购物时，在同类产品质量差别不明朗的情况下，都情愿选择便宜的。这一倾向对价格起着主导作用。但是商品的实际价格不仅要考虑商品本身的价值，还要以利润比例、回报率、竞争因素和供求关系等作为参考。参照物不同，结果就不同，利润的多少也就有了差异。

Words 单词表

administrative管理的，行政的

analysis分析

calculate计算

competition竞争

determine决定，确定

focus焦点，聚焦

involve使参与，包含

long term长期的

maximize最大化

overhead经费，管理费用

undercut削价竞争，以低于竞争对手的价格来做生意

revenue收入，岁入，收益

ridiculous荒谬的，可笑的

Phrases 短语表

at least至少

based on基于，以.....为基础

break even盈亏平衡，保本

charge (a price) 收（费用），要价

check out结账离开，了解调查

figure a price定价

go after sth谋求某事物

in relation to关于，有关

It's a jungle out there.到了生死关头。

keep one's ear to the ground一耳贴地（注意新动向）/保持高度警惕

lose out输，大赔

make a decision做决定

maximize profits利润最大化

meet or beat (the competition) 应对/胜出竞争

rate of return回报率，收益率

sales volume销售量，营业额

stay on top of.....在.....方面保持一流

You've got a point there.你所言极是。

实景对话1

A : What are we going to do about the pricing for our products?It seems like such an involved process.....

B : Well, if we do it by figuring our cost, it's really quite simple. To determine our pricing based on cost-plus pricing, at first, we need to calculate how much it costs us to produce our product. We add in all of the overhead and administrative fees, and then put a percentage profit.It's pretty easy to figure out.

A : I'm not so sure about doing it that way. Consider how much it costs us in raw materials and overhead. Even if we add 20%profit, we are still putting out a price that is lower than our competition.If they can charge more, so can we !

B : Well, you do have a point there. If we sell our product based on cost-plus pricing, we might be losing out in the long run. If there is a great demand for our product from consumers, they will be willing to pay a price much higher than the actual cost.

A : So what are we seeing as far as consumer demand goes? What kind of demand are we facing?

B : I'm not sure. That's something we really need to find out before we make any decisions on pricing.

A : Yeah. Let's get started. How about go check out the competition?

A : 要给产品定价我们都要做什么？看上去还真是个复杂的过程.....

B : 如果通过算成本来做就会非常简单。根据成本累加的定价法，我们首先需要算出生产成本，然后加入所有的管理费和行政费，最后再加上一定百分比的利润。这是很容易弄清楚的。

A : 那样做我不太有把握。考虑到原材料的费用和管理费，即便我们加上20%

的利润，我们的价格依然比竞争对手低。如果他们定高些，我们也能。

B : 你说得很有道理。如果我们按照成本累加来算价格，从长远来看是不利的。如果消费者对我们的产品需求很高，他们会很愿意付出高于成本较多的费用。

A : 那我们现在看到的消费者需求如何？我们面对的需求状况怎样？

B : 我不肯定。在决定价格之前，我们必须搞清楚这些问题。

A : 是的，我们开始吧。我们了解一下竞争对手的情况怎么样？

实景对话2

A : What kind of price is the competition charging? We should be able to meet or beat the competitor's price.

B : Based on my analysis, I don't know how we can do that and

still break even ! I don't know what their secret is ! How are they able to charge such a ridiculous price and still be making money?

A : How can our competitors keep undercutting us like this?It's a jungle out there !

B : I don't know how they are figuring their prices. Our prices are determined by examining the rate of return in relation to our sales revenue. We have to keep our ear to the ground.To make our rate of return pricing work, we have to stay on top of the market.

A : That's what I was trying to do when I thought of going after the competition. But I guess we should focus more on the long-term.What do we need to do to maximize our profits?

B : For one thing, we need to increase sales volume. But we have to be very careful when we're doing that because we need to at least break even.

A : What are we seeing as far as consumer demand goes?

B : The demand is still high. But we are limited by our supply.

A : 竞争对手是怎么收费的？我们应当在价格上与其持平或者胜出。

B : 根据我的分析，我不知道怎么才能既降价又保证盈亏平衡。真不知他们有什么秘密！他们怎么能够售那么低的价格而且依旧在挣钱？

A : 对手们怎么能够那样和我们削价竞争？到了生死关头了！

B : 我不知道他们是怎么定价的。我们的价格是考察销售收益得出的。我们必须紧跟市场，必须站在市场的最前沿来根据收益率定价。

A：当我考虑到竞争时，我是尝试这么做的。但是我想我们得重视长远利益。

该怎么做才能让利润最大化呢？

B：首先，我们得增加销售量。那样做的时候得小心，因为我们至少要保本。

A：以目前所见消费者需求如何？

B：需求依然高涨，只不过我们的供应受限。

策划广告活动 **Creating an Advertising Campaign**

如何在铺天盖地的广告世界里赢得消费者青睐？如何让消费者对你的广告词回味无穷（catchy），感受到一个品牌的可信力（credibility）？如何让消费者在同一种产品的不同品牌间回忆起你的广告词而顿生掏腰包的冲动？这一节我们将了解一个好的宣传广告诞生的过程。

了解消费者

一个成功的广告策划的第一步是研究客户调研报告（customer research）。你需要理解你的产品的最主要消费者（most profitable customers）对于你的产品和服务的价值取向（the value of your product or service）。他们觉得你的产品比别的竞争对手的产品好在哪里？你怎么想并不重要，关键是客户是怎么认为的。了解了消费者对你的产品的认知角度，这个时候再开始准备你要发展的信息。

◎Our main demographic is women aged 25 ~ 40.我们主要的目标人群是25 ~ 40岁的女性。

◎The values of our target group are.....

我们的目标群体的价值取向是.....

◎Our most profitable customers aren't going to go for.....我们最主要的消费者是不会选择.....

◎I'm tossing around a few new ideas for our marketing campaign.我正在考虑一些新的有关市场推广活动的想法。

组织信息

这里所谓的“信息”指的是你的广告想要表达的。你的客户在意价格、质量，还是样式设计？通过广告你要表明经济实惠、质量上乘、样式新颖等信息。总之，就是将客户的价值取向反馈回去（reflect that value back）。

◎I think we should focus on the quality of the brand.We effectively appeal to customers who are looking for luxury at economy prices. Our targetcustomers care about the value they get for their money.

我觉得我们应该突出品牌质量，有效地吸引那些希望以实惠的价格买到高档货的消费者。我们的目标人群要的是物有所值。

◎We need to work the cool angle.How much‘awesomeness’can we fill a 30 second television spot with?We don't need to focus on rational explanations of why our product is better. Our audience is adolescent boys.They care about cool.

我想我们应该把着力点放在“酷”的角度上。30秒的电视广告中能体现多少精彩之处？我们没有必要清楚解释为什么我们的产品更好。我们的受众是青春期男孩，他们要的是酷。

评估

你可以通过你自己的品位或角度来判断广告是否与你的关键信息同步（in sync），也可以邀请具有典型性（fit the profile）特征的消费者来评价你的广告：他们明白了吗？他们理解你要说的吗？他们信

吗？他们是否更好地了解了产品？对和他们一样的消费者有吸引力（appeal to）吗？

◎What do you think of our new slogan?你觉得我们的新口号怎么样？

◎The new advertising jingle is very catchy.我们新的广告词朗朗上口。

◎What do the sales numbers look like after we started the new campaign?我们开始新的广告宣传活动之后销售数据显示如何？

◎Are we appealing to our target audience?

我们对我们的目标受众群有吸引力吗？

◎What percentage of our demographic are we reaching?

我们达到的受众百分比是多少？

◎Is it clear what we're trying to say with this ad?这广告把我们想要表达的说清楚了吗？

◎What kind of response did we get from the focus group?Did they like it?我们从调查人群得到的反应如何？他们喜欢吗？

◎30%of those surveyed said that they would buy our product.10%thought the ad was too strong. 25%just didn't seem to click with our message.

30%的受访人群表示他们会买我们的产品，10%表示广告言过其实，25%看上去对我们的信息没有兴趣。

调整

了解客户的反馈，并根据需要做相应的调整。

⊙I think we're getting our message across.我想我们正在传达信息。

⊙Looks like we need to go back to the drawing board!看上去我们需要从头再来了。

⊙I don't think this says what we want it to say.To me, it seems to be missing something.

我觉得它没有说明我们想说的。我感觉好像少了什么。

A : What kind of changes should we make?

B : Based on the results of our test run, we need to focus more on the credibility of our product. I think if we added an expert opinion or some kind of endorsement from a trusted source, we could make this advertisement much more effective.

A : 我们要做什么样的变动呢?

B : 根据试销的结果来看,我们需要着重宣传产品的可靠性。我想我们可以增加一个专家的评论或者某公信部门的批注,这样可以使广告更有效力。

总结

声嘶力竭的鼓吹只能让消费者望而却步,好广告的关键是“投其所好”,说到消费者的心坎上。你需要深度了解你的产品和服务在消费者心中的感觉和印象,对于消费者的要求和价值取向能够做到换位思考。

Words 单词表

adolescent青春期的

audience观众,听众,读者

awesomeness精彩之处

catchy易记住的，朗朗上口的

credibility可靠性，公信力

demographic人口的，人口统计的

effectively有效地

jingle（精致押韵的）广告词

percentage百分比

profitable有利的，有益的

rational理性的，理智的，合理的

slogan标语，口号

suffice足够，合格

survey调查，调研

tweak调整，调解

Phrases 短语表

appeal to呼吁，恳求，要求

at this point在这一点上

go back to the drawing board从头开始

bottom line底线

based on基于，以……为基础

clickwith (sth/sb) (某物/某人) 受欢迎

focus group 调查人群

get stuck in sb's head 牢记住, 留在某人脑海中

hard to tell 很难说

get what we want out of sth 从某事物中获取我们所需的

go for sth 努力获取, 追求

I've got to admit.....我得承认.....

new and improved 焕然一新的

show up in 出现在

target audience 目标人群

work.....angle 从.....角度着手

test run 试销

实景对话1

A : "New and Improved"? What kind of a slogan is that?

B : What do you think of our new slogan? Do you like it? I think the new advertising jingle is very catchy.

A : Well, I've got to admit the jingle is catchy.....it gets stuck in your head so easily, so that's a good thing. But I don't like this slogan. I don't think it's helping us to get what we want out of our advertising campaign. Are we appealing to our target audience? What percentage of our demographic are we reaching?

B : Well, it's hard to tell exactly at this point.....

A : What do the sales numbers look like after we started the new campaign?

Are they up?That's how you know if an advertising campaign is successful, after all. It will show up in the bottom line.What kind of response did we get from the focus group?Did they like it?

B : 30%of those surveyed said that they would buy our product. 10%thought the ad was too strong. 25%just didn't seem to click with our message.

A : If they didn't click with our message, that means we've got to go back to the drawing board. Who's our audience?What do they value?

B : I think we need to work the cool angle. How much'awesomeness'can we fill a 30 second television spot with?We don't need to focus on rational explanations of why our product is better. Our audience is adolescentboys.They care about cool.

A : “焕然一新”？那是什么口号？

B : 你觉得我们的新口号怎么样？喜欢吗？我觉得我们的新广告词朗朗上口。

A : 啊，我得承认这广词是很吸引人.....很容易让人记住它，所以挺好的。

但是我不喜欢这个口号。我想它无法帮助我们 from 宣传活动中获取我们所期望的。我们对我们的目标受众有吸引力吗？我们达到的受众百分比是多少？

B : 啊，在这点上很难说清楚.....

A : 在我们开展新的宣传活动后的销售数据是多少？有提升吗？总而言之，那才是你确定广告宣传是否成功的依据。它将在底线的对比上显示出来。我们从调查人群得到的反应是什么？他们喜欢吗？

B : 30%的受访人群表示他们会买我们的产品，10%表示广告言过其实，25%

看上去对我们的信息没有兴趣。

A : 如果我们的信息不受他们的欢迎，这就意味着我们得从头再来。我们的受众是谁？他们的价值取向是什么？

B : 我想我们应该把着力点放在“酷”的角度上。30秒的电视广告中能体现多少精彩之处？我们没有必要重点解释为什么我们的产品更好。我们的受众是年轻人，他们要的是酷。

实景对话2

A : What do you think about our advertising campaign? Is it clear what we're trying to say with this ad?

B : I don't think this says what we want it to say. To me, it seems to be missing something. Our main demographic is women aged 25 ~ 40. The values of our target group are economy, value, comfort, convenience, simplicity.....

A : I think we're getting our message across.....maybe we do need to tweak it a little bit. Our most profitable customers aren't going to go for something that doesn't appeal to their values, but I don't think this ad is that far off. Maybe just a few small changes would suffice.

B : What kind of changes should we make?

A : Based on the results of our test run, we need to focus more

on the credibility of our product. I think if we added an expert opinion or some kind of endorsement from a trusted source, we could make this advertisement much more effective.

B : I think we should focus more on the quality of the brand. We effectively appeal to customers who are looking for luxury at economy prices. Our target customers care about the value they get for their money.

A : 你觉得我们的广告宣传怎么样？把我们想要表达的说清楚了吗？

B : 我觉得它没有说明我们想说的，感觉好像缺少了什么。我们的主要人群是年龄在25 ~ 40岁的女性。我们的目标受众的价值取向是经济、价值、舒适、方便、简单.....

A : 我想我们正在传达信息.....也许我们真的需要做相应的调整。我们的消费者不想要不符合他们价值取向的东西，但是我觉得我们的广告并没有离题太远。也许只是一些小小的变动就足够了。

B : 我们要做什么样的变动呢？

A : 根据试销的结果来看，我们需要着重宣传产品的可靠性。我想我们可以增加一个专家的评论或者某公信部门的批注，这样可以使广告更有效力。

B : 我觉得我们应该突出品牌质量，有效地吸引那些希望以实惠的价格买到高档货的消费者。我们的目标人群要的是物有所值。

展示新产品 **Demonstrating New Products**

如何向顾客展示一个人们闻所未闻的产品，并让他们认识到它的价值？遵循如下环节，你就很容易做到。

准备

了解产品的所有相关知识（everything that there is to know），掌握所有涉及的数据，成为产品专家（be an expert）。请同事协助准备一些可能被问到的问题，并逐一解答。

⊙What does it do?它是做什么用的？

⊙How does it work?它是怎么工作的？

⊙What are the advantages of this product?这个产品的优点是什么？

⊙How much does one of those run for these days?现在像这样的东西值多少钱？

⊙It's multifunctional.

它是多功能的。

⊙The most impressive part is.....最引人入胜的部分是.....

⊙Our patented design has won numerous awards.我们的专利设计赢得诸多奖项。

⊙Gather round and prepare to be amazed! 都过来，你们会大吃一惊的！

从头开始

不要主观臆断你面前的潜在客户（potential customers）已经掌握的相关产品信息程度。应当通过一些测试性问题（pointed questions）来判断他们对产品的了解程度。明确你的产品会给对方工作或生活的哪些方面带来便利。

⊙Are you familiar with.....你是否熟悉.....

◎How much do you know about.....你对.....了解多少？

◎I'm sure you've heard of.....我肯定你听说过.....

不要停留在口头介绍

尽可能多地应用视觉手段（visual aids）。动手演示总会比口头介绍更容易留下印象。通常情况下，人们对见到的要比听到的多好几天的记忆。此外，不要留下悬而未决的问题。

◎I'd like to give you a demonstration of.....我很愿意给你展示一下.....

◎Here, let me demonstrate.来让我给你演示。

◎If I can direct your attention to.....

如果你愿意跟随我把注意力集中到.....

◎Take a look at this！

看这个！

◎Now, watch carefully.....现在，仔细看.....

◎Impressive, isn't it?令人难忘，不是吗？

◎Here, you give it a try.你也来试试。

◎If you have any questions, feel free to ask at any time！如果你有什么问题，在任何时候都尽管问我！

◎What you're about to see will amaze you.

你马上要看到的肯定会让你大吃一惊。

紧接着

收集潜在客户的联系资料 (contact information) , 尤其是那些表现出很大兴趣的人。在打电话给他们的时候, 帮助他们回忆在展示过程中一些难忘的事情 (reference sth memorable) , 还有产品的某些特质。不要将此联络环节交给不了解情况的人。

A : Hello?This is Clarence Johnson speaking.

B : Hello Mr. Johnson.This is Larry Burns calling from Martin Mechanical Devices. I met you last week at the Automobile trade show in Miami.I was demonstrating the horsepower of our engines and how they are more powerful than a Ferrari.

A : Oh, yes ! I remember very clearly.

A : 你好, 我是Clarence Johnson。

B : 你好, Johnson先生。我是马丁机械设备的Larry Burns。我们上周在迈阿密的汽车交易会上见过面。我当时给你展示了我们的发动机, 还说明了我们的发动机比法拉利的发动机马力更强劲。

A : 哦, 是的。我记得很清楚。

总结

产品展示比产品推销多许多互动环节, 也就是说不仅动口也得动手。演示过程中最好邀请观众亲手尝试, 亲身的体验会给他们留下更深的印象, 这样对产品的认知是想忘也忘不了的。

Words 单词表

advantage优势, 长处

booth展位

brainstorm集思广益, 头脑风暴

cost花销，花费，费用

demonstration示范，演示

grand 1000美元

engine引擎，发动机

horsepower马力

impressive印象深刻的

issue问题，争议点

memorable难忘的，印象深刻的

multifunctional多功能的

numerous许多的，为数众多的

patented专利的，获得专利的

similar类似的

projection预测，投射

Phrases 短语表

basic information基础信息

bring up提出，造就

come right up马上来

compare to.....与.....相比

cover (points/information) 涵盖 (观点/信息)

cutting edge technology尖端技术

developing technology研制/开发中的技术

first off首先

good point好主意，说得好

have your thinking cap on.....开动脑筋.....

maintenance contract维修保养合同

run for追查，探究

newly developed新开发的

set sb back使某人花费

these babies这些东西/玩意儿

these days如今，目前

top of the line顶级的，最高水准的

trade show商展，贸易展

实景对话1

A : Can you tell me a little more about your products?

B : Sure, I'd be happy to. Tenectric 3000 is a unique home computer system that can be built into your house or apartment building. It is complete and multifunctional environmental control. It makes your life easier and better.

A : Environmental control? What does it do?

B : It can not only control your heating and air conditioning systems, but it also can provide music, television, Internet, and other electronic media projection into any room at any time.

A : Really?

B : Yes ! And you're really going to be impressed with this—there is voice activation controlled cleaning and cooking as well !

A : No ! That's impossible.

B : Here, let me demonstrate. What you're about to see will amaze you.

Computer?Please make me a cup of tea. Now watch carefully.

C : Yes sir, right away sir.

A : What was that?The computer is talking??Oh my gosh ! Look, the microwave is on ! And look ! There's a cup of tea inside. It's got to be a joke !

B : No, it's not a joke. This is cutting edge technology.Impressive, isn't it?

Here, you give it a try.

A : Okay. Computer, please make me a scrambled egg.

C : Yes sir, scrambled egg coming right up, sir.

A : This is amazing !

A : 你能多给我讲讲你们的产品吗？

B : 当然，非常乐意。Tenectric3000是一款独一无二的家庭电脑系统，可安装在房子或公寓中。它是一套完整的多功能环境控制系

统，会让你的生活更加轻松舒适。

A：环境控制？是怎么用的？

B：它不仅可以控制你的暖气和空调，而且可以提供在任何房间、任何时刻的音乐、电视、网络 and 别的一些电子媒体项目。

A：真的吗？

B：是的，这个也会给你留下深刻印象——清洁和烹饪语音控制。

A：不会吧，那不可能！

B：让我演示一下。你一定会大吃一惊。电脑？请给我煮杯茶。现在仔细看。

C：好的，先生。马上就好，先生。

A：那是什么？电脑会讲话？哦，我的天哪！看，微波炉运转了！再看！有杯茶在里面。不是在开玩笑吧？

B：不，不是玩笑。这是尖端科技！令人难忘，不是吗？你来试试！

A：好的。电脑，帮我做个炒鸡蛋。

C：好的，先生，炒鸡蛋马上就好，先生。

A：真是太神奇了！

实景对话2

A：Okay everyone, do you have your thinking caps on? I need your help in brainstorming for our new product line. I want to focus our trade show booth on the newly developed Martin 2000 engine. It's got the same horsepower as a Ferrari. How much do you

know about our engines?What can we do to make our demonstration memorable?What kind of basic information do we have to cover?Help me out, you guys !

B : Well, first off, what does it do?How does it work?And more importantly, how much is one of these babies going to set me back?

A : All good questions ! Well for the cost issue, Gary, how much does one of these run for these days?

C : Engine alone, not including any maintenance contracts or anything , probably about 10 grand.

A : Okay, question answered. And for the other questions, this is a top ofthe line racing engine that is on the edge of developing technology.

C : I think you should include the advantages of this product as compared to other similar products.

A : Yeah, good point. So what aspects do you think we should bring up?

What are the advantages of this product?

B : It's multifunctional.

D : The most impressive part is its power.

C : Our patented design has won numerous awards.

A : 好的，各位，你们是否已经准备就绪开动脑筋了？希望我们能在新产品上集思广益。我想把重点放在最新产品马丁2000发动机的贸易展展位上。它和法拉利的马力一样。你们对这种发动机了解有多少？我们怎么才能让我们的演示印象深刻？我们需要涵盖哪些基础信息？大家帮我看。看。

B：首先，它是干吗用的？怎么用？还有最重要的，这些宝贝值多少钱？

A：问得好。关于费用，Gary，现在每一个要多少钱？

C：单说发动机，不包含维护保养服务和别的内容，大约要一万美元。

A：好的，感谢解答。关于其他问题，这是一种代表技术发展最前沿的顶级赛车引擎。

C：我觉得你应当也包含该产品和类似产品相比较的优点。

A：好主意。你认为哪些方面的优点是我们应当提的？这个产品都有哪些优点？

B：多功能。

D：最吸引人的地方是它的马力。

C：我们的专利设计赢得了众多奖项。

电话推销 **Telemarketing**

对于电话推销者来说，被顾客立即挂断电话或者婉言谢绝是家常便饭。但总有些推销员的电话能神出鬼没地钻进顾客心里，让他们对产品产生好奇心并且购买。只要学会了解顾客心理，掌握一定的谈话技巧，电话推销可能没有看上去的那么难。

制定目标

给自己制定每天的目标（set daily goals）。提前决定要打多少个电话，并坚持到底（stick to that number）。

☉Hello, may I please speak to Mr.Jones?

你好，我可以和Jones先生通话吗？

☉Today I'm calling to inform you about.....今天我打电话是要告诉你有关.....

☉This is a limited time offer.

该供应有一定时间限制。

☉I wonder if you've ever heard of our product.我想知道你是否听说过我们的产品。

☉Mr.Jones, you're one of the fifty lucky recipients of a free trial of a brand new product.

Jones先生，你有幸成为免费试用我们新一款产品的50个幸运者之一。

☉I'd like to take a moment to introduce to you.....

我想用一点时间来向你介绍.....

☉Only ten more calls to go !

就剩10个电话要打了！

练习

打电话前先打好草稿（script），认真练习并背诵下来，做到自然流畅地脱口而出。事后可以将电话录音反复回放，从错误中学习进步（learning from your mistakes）。

☉Do you find it difficult to find the time to plan healthy meals for you and your family?With heavy work demands, you may have trouble takingtime out of your schedule to do your shopping. I'd like to introduce a new neighborhood service that is designed to

help busy professionals, like yourself, by delivering fresh fruits and vegetables right to your door.

你是否觉得难以抽出时间来为你和家人安排健康的饮食呢？因为繁重的工作，你可能无法从百忙中抽出时间购物。我想给你介绍一种专门为你这类繁忙的职场人士设计的新的近邻服务，可以将新鲜的水果和蔬菜直接送到你府上。

⊙We are offering a free limited time trial offer. At no cost to you, we will ship our scientifically developed carpet cleaning solution to your door for you to try out for yourself. If you aren't 100% satisfied, you're free to return the product with no strings attached.

我们目前正在搞一个限时免费试用。您无须花一分钱，我们就可以把高科技的地毯清洗液送上门，供你亲自试用。如果您不是百分之百地满意，可以无条件退货。

态度

把每一个电话作为一次机会（an opportunity），而不是简单意义上的推销。向受访人强调你的产品将改善他们的生活或环境（improve their life or circumstance）。让他们知道你就是想帮助他们并和他们分享（share）一个重要机遇。

⊙There's no better time than the present to improve the quality of your life.

实在没有比这次更好的机会来提高你的生活质量了。

⊙I have a special introductory offer for you this morning. 我今天早上有个特别推荐品给你。

⊙This service can really change your life. You'll find that not only you have more free time to spend with your family, but you'll

also be eating healthier meals.

这种服务真的可以改变你的生活。你会发现你不仅有更多的时间来陪家人，并且可以吃到更健康的食物。

⊙This is truly an amazing product.And it's unavailable in stores.这真的是一种神奇的产品，而且在商店买不到。

⊙I know you'll be so satisfied with our product that you'll want to order more for your friends and family.

我知道你会对我们的产品非常满意的，你一定会为你的家人和朋友订购更多这些产品。

充分利用每个电话

即便接电话的不是你要找的人，也可以向电话那端的人介绍产品；即便是接电话的人根本没有兴趣，也不妨问问他的朋友或家人会不会有兴趣；即便是电话那端已经同意买你的产品，也要趁机问问是否还有别的客户他可以推荐。总之，机会是问出来的。

A : Hello, is Mr. Levi Jones available?

B : I'm sorry he's not at home right now.....

A : Well, that's alright. My name is Kim Jensen.I'm calling from Charlon Chemical Supply. I'd like to take a moment to introduce you to an amazing new product.....

A : 你好，Levi Jones先生有空吗？

B : 不好意思，他现在不在家.....

A : 哦，没关系。我叫Kim Jensen，我这里是Charlon化工公司。我想利用一点时间向你介绍一种神奇的新产品。

A : Thank you for your interest in subscribing to our services. Do you have any friends or family members who might also be interested in learning more?

B : Well, this is something that my brother might be interested in.....

A : 感谢你预订我们的服务。你是否有什么朋友或家人可能也有兴趣了解呢？

B : 我想我哥哥可能对这个有兴趣.....

A : I'm sorry, I'm not very interested. Our home doesn't have carpeting.

B : I understand. Well, this product is honestly too good to let slip away. Do you have any friends or family that you would like to recommend to receive our special offer?

A : 不好意思，我不是很有兴趣，我们家没有地毯。

B : 我明白。可这种产品太棒了简直不容错过。你可不可以推荐哪位朋友和家人接受这份特惠品呢？

总结

电话推销的关键是把产品和顾客的切身利益相联系，让他们不忍心拒绝，就算他们自己不需要，也可能会推荐给朋友或家人。

Words 单词表

alright 满意的，可以的

amazing 令人惊奇的

available 合适的，方便的

carpeting地毯

demand要求

healthy健康的

honestly诚实地，正确地

improve提高，改善

neighborhood邻居

professional职业人士

recommend推荐，介绍

solution解决方案，方法

Phrases 短语表

100%satisfied 100%满意

at no cost to you无须你任何花费

find the time找出时间

hear of sth听说某事

introductory offer宣传品，推荐品

let slip away溜走（错过机会）

limited time限时，一定时间内

locally owned business地方企业

with no strings attached不附带任何条件

quality of life生活质量

scientifically developed高科技的

service package服务包，成套服务

ship to your door送货上门

special offer特价，特卖

subscribe to (a service) 订购，预订

take a moment花些时间

take time out of your schedule抽空

trial offer试用

unavailable in stores商店里没有的

实景对话1

A : Hello, may I please speak to Dr. Miller?

B : This is Dr.Miller.....

A : Hello ! My name is Tony, today I'm calling to inform you about a service that can improve the quality of your life. Do you find it difficult to find the time to plan healthy meals for you and your family?With heavy work demands, you may have trouble taking time out of your schedule to do your shopping.I'd like to introduce a new neighborhood service that is designed to help busy professionals, like yourself, by delivering fresh fruits and vegetables right to your door.

B : Really?What kind of service is it?

A : Convenience Shopper is a locally owned business that will do your grocery shopping for you. You provide a grocery list and your timing requirements. We do the shopping and deliver the groceries to your door. We have monthly, weekly, and daily services. We also have special relationships with local farmers, so we can provide products at a much lower rate than your local supermarket. You can save money and time !

B : That sounds really great. How much does a service like that cost?

A : Depending on your requirements, we can offer several different service packages. Our weekly delivery service costs \$19.95 per delivery.

B : Hmmm.....I don't know.....

A : This service can really change your life. You'll find that not only do you have more free time to spend with your family, but you'll also be eating healthier meals.....

B : Well, I suppose I could try it for a couple weeks.....

A : Thank you for your interest in subscribing to our services. Do you have any friends or family members who might also be interested in learning more?

B : Well, this is something that my brother might be interested in.....

A : 你好，请问Miller博士在吗？

B : 我就是Miller博士.....

A : 你好，我叫Tony，今天我打电话给你是要告诉你一种能够改

善你生活质量的服务。你是否觉得难以抽出时间来为你和家人安排健康的饮食呢？因为繁重的工作，你可能无法从百忙中抽出时间购物。我想给你介绍一种专门为像你这类繁忙的职场人士设计的新的近邻服务，将新鲜的水果和蔬菜直接送到你府上。

B：真的吗？什么样的服务？

A：“便利购客”是一家地方企业，旨在帮助你购物。你提供购物清单和时间要求，我们来采购并送货上门。我们有每月、每周和每日服务。我们和当地农户有特别联系，所以价格比当地超市低。这项服务会让你既省时又省钱。

B：听上去还真不错。这种服务的费用是多少？

A：这取决于你的要求，我们可以提供不同的成套服务。我们每周的送货服务是每趟19.95美元。

B：嗯.....我不知道.....

A：这种服务真的可以改变你的生活。你会发现不仅有更多的时间来陪家人，并且可以吃到更健康的食物.....

B：我想我可以试几个星期.....

A：感谢你预订我们的服务。你是否有什么朋友或家人可能也有兴趣呢？

B：我想我哥哥可能对这个感兴趣.....

实景对话2

A：Hello, is Mr. Levi Jones available?

B：I'm sorry he's not at home right now.....

A：Well, that's alright. My name is Kim Jensen. I'm calling from

Charlon Chemical Supply. I'd like to take a moment to introduce you to an amazing new product.....I wonder if you've ever heard of Carpet Magic carpet cleaner?

B : Uh, no.....I haven't heard of it.

A : This is truly an amazing product. We are offering a free limited time trial offer. At no cost to you, we will ship our scientifically developed carpet cleaning solution to your door for you to try out for yourself.

B : I'm sorry, I'm not very interested. Our home doesn't have carpeting.

A : I understand. Well, do you have any friends or family that you would like to recommend to receive our special offer?

B : Sorry, I don't think so.

A : Okay, well thank you for your time.

B : Bye..... (hangs up)

A : 你好 , Levi Jones先生有空吗 ?

B : 不好意思 , 他现在不在家.....

A : 哦 , 没关系。我叫Kim Jensen , 我这里是Charlon化工公司。我想用一点时间向你介绍一种神奇的新产品。不知道你是否听说过魔幻牌地毯清洗液 ?

B : 嗯 , 没有.....我没有听说过。

A : 这个产品真的是令人惊奇。我们目前正在搞一个限时免费试用 , 你无须花一分钱 , 我们就可以把高科技的地毯清洗液送上门 , 让你自己试用。

B：对不起，我没有兴趣。我们家没有地毯。

A：我明白。你可不可以推荐哪位朋友和家人接受这份特惠品呢？

B：对不起，我想没有。

A：那好，感谢你花间接听电话。

B：再见……（挂断电话）

市场调研 Marketing Survey

无论是问卷、电话咨询，还是网站上的评价，这些市场调研的形式虽然不同，但目的却一致：通过收集、分析消费者的体会和评价来完善产品和服务，为市场战略的制定提供依据。

调研目标

你的调研目标是提高销量还是提升客户服务质量（improve customer service）？或者为一种新产品摸索市场（right market）？有针对性地进行调研，收集并整理所得结果，从市场表现分析内在规律，从而为你的市场战略提供参考。

◎What are we trying to accomplish?我们要完成什么？

◎What is the current market trend?目前的市场走势是什么？

◎What do we want to find out?我们希望找到什么？

◎What kind of information are we after?我们在寻求哪些信息？

◎What kind of market is the best match for our new product?
什么样的市场才是和我们的新产品最匹配的？

◎What should be our focus area to increase sales?为了增加销售

量，我们应当把重点放在什么领域？

决定受众类型和购买趋势

杂志、网站或政府报告定期发布的消费数据，可以为你确定目标受众提供线索（clue you in）。明确产品的主要消费者框架（market profiles），然后分析以何种方式对目标人群（demographics）进行调研，比如在超市门口发问卷、电话咨询、网络咨询、发送信件等。

⊙According to my research, our main demographic is unmarried men over the age of 45.

根据我们的调查，我们的主要受众是年龄超过45岁的未婚男性。

⊙Our target market is showing a change in buying habits.

我们的目标市场在购买习惯上显示出了变化。

从客户那里收集信息

还可以从现有客户（existing customer）中收集信息。通过问卷（questionnaires）、面谈或者网站论坛了解他们对产品和服务的反馈（get feedback）。你可以在网站开设聊天室（chat room）或者留言板（message board），鼓励消费者评价你的产品或服务。

⊙What is your opinion of.....

你对.....有什么想法？

⊙Would you mind if I asked you a few questions?你是否介意我问你几个问题？

⊙What did the focus group come up with?我们的调查人群都提了些什么想法？

⊙I've collected over 500 questionnaires.我收集到了500多份调

查问卷。

◎I'm trying to encourage more feedback from our website.我正在推动通过网站获取更多的反馈。

观察

在你生意所及的各个联络点或不同环节，包括接待、销售和客户服务等环节，观察你的员工如何面对客户以及客户的要求和反映，留意并记录不足之处（glitches）。

◎We can improve the quality of our customer service.我们能够提高我们的客户服务质量。

◎We've observed over 100 interactions between our associates and clients.

From our observations, we've determined that.....

我们观察了100多例我们的同事和客户的交流情况。从观察中我们得出.....

◎We have noticed some problems with reception.Here are some things we can do to improve.....

我们留意到在接待方面有一些问题。这些事情我们可以提高.....

销售业绩调查

通过销售业绩调查和分析会很容易得出哪些产品是最盈利的（profitable），哪些客户是最佳的，哪些领域应当关注更多。从数字洞察内在规律，将规律反映在新的市场战略上。

◎From the marketing research, we can see.....通过市场调研情况，我们可以看到.....

◎The data reveals.....

数据揭示了.....

◎Our consumer approval ratings are higher than last quarter.我们的客户支持率比上一季度要高。

◎We aren't reaching our target audience.我们没有深入我们的目标群体。

◎We've determined which of our products are our most profitable, and we know who our best customers are. With this valuable information, it should be a snap to improve our marketing strategy.

我们已经得知哪些是我们最盈利的产品，也知道了哪些是我们最棒的客户。这些有价值的信息将加快改善我们的市场战略。

总结

市场调研过程中要尽可能多地 (as much information as possible) 收集消费者对公司和产品的想法，在足够多的信息支持下做出最好的市场战略 (best marketing strategy) 。

Words 单词表

accomplish实现，完成

associate同事，伙伴

current当前的，现在的

customer消费者，顾客，客户

data数据，资料，材料

feedback反馈信息

interaction交流，互动，沟通

mandatory强制的，法定的，义务的

observation观察，观测，监视

questionnaire调查表，问卷

reception接待处，接待

reveal揭示，显示，透漏

survey测验，调查

webpage网页

website网址

workshop研讨会

Phrases 短语表

a result of.....的结果

a snap to加把劲，赶快

approval ratings支持率

buying habits购买习惯

customer service客户服务

less than ideal不理想，退而求其次

market trend市场趋势，市场走势

point of contact接触点，联系点

reach an audience深入群体

sales figures销售数字，销售报表

service representative客服代表

target audience目标消费群体

the best match最匹配的

实景对话1

A : We aren't reaching our target audience. We know that from our sales figures.

B : Not necessarily.....It's true that our sales figures are down, but how do we know it is a result of our target market showing a change in buying habits?That's why we have to use marketing research.

A : From the marketing research we can see that information?

B : Right ! The data reveals what kind of market is the best match for our new product, what our focus area should be to increase sales, how we can improve the quality of our customer service.....all these things.

A : So what do we know so far?

B : We know that our consumer approval ratings are higher than last quarter , but the sales are down by 25%. So we wanted to figure out why.We've observed over 100 interactions between our associates and clients.From our observations, we've determined that we have some problems in customer service.I also collected over 500 questionnaires dealing with customer perception of different points of contact.We have noticed some problems with reception.

A : So the problem isn't that we're not meeting our target audience. The problem is that the customer's experience with our service representatives is less than ideal.

B : Exactly. Here are some things we can do to improve. We are starting a mandatory customer service workshop for all sales associates. We're also taking the time to open a customer service webpage. I'm trying to encourage more feedback from our website. Any ideas?

A : 我们没有深入我们的目标客户群，通过销售数据我们就能知道。

B : 未必.....销售数据显示滑落是真，但是，我们怎么知道这不是目标市场在购买习惯上表现变化而产生的一个结果？所以我们必须开始市场调查。

A : 通过市场调查我们就能看到这个信息？

B : 对！数据揭示什么市场和我们的新产品最匹配，如果要增加销量我们应当重点关注哪个市场，我们怎样才能提高客户服务质量.....所有此类的事情。

A : 那我们目前都知道些什么？

B : 我们知道我们的客户满意度比上个季度要高，但是销售额却下滑25%。所以我们就得找出原因。我们观察了100多例我们的同事和客户之间的交流情况，通过观察可看出我们在客户服务上有欠缺。我还收集了500多份调查问卷，了解各个交流场合中顾客的感受。我们留意到在接待上存在某些问题。

A : 这么说问题不是我们没有接触到我们的目标群体，而是客户与我们的客服代表的交流感受比我们理想中的要差。

B : 没错。通过一些办法我们可以提高。我们给所有销售员开展

客户服务必修讲座，还抽出时间开办客户服务网站。我们通过网站来鼓励更多的客户反馈。还有什么想法？

实景对话2

A : Do we have the numbers back from the analysis of the sales records?

What do the results look like?

B : We've determined which of our products are our most profitable, and we know who our best customers are. With this valuable information, it should be a snap to improve our marketing strategy.

A : What did the focus group come up with?

B : Well, the reaction to our latest advertising campaign wasn't as positive as we had all hoped. We'll probably have to go back to the drawing board with that one.

A : Maybe that was the problem with the advertisements in the first place.

B : You're exactly right. According to my research, our main demographic is unmarried men over the age of 45. Those ad spots were aimed at families or married people. It's no wonder that they didn't do well with the focus group.

A : You also conducted telephone surveys, right? How did that work out for you?

B : Telephone surveys are not my favorite.....but somebody had to do it.

A : So what did you say? "Do you mind if I ask you a few

questions?”Did you get any bad reactions?

B : Oh, not really. People are pretty nice, mostly.I just ask them what their opinion is of our products and our current advertising. I also ask some basic background questions about their purchasing habits.If I can't find the right demographic, I just thank them for their time and hang up.

A : 我们拿到销售业绩分析得出的数据结果了吗？结果怎样？

B : 我们已经明确得知哪些是我们最盈利的产品，也知道了哪些是我们最棒的客户。这些有价值的信息将加快改善我们的市场战略。

A : 调查人群方面有什么结果？

B : 近期的宣传促销活动没有希望的那样反响积极，我们可能要从头再来。

A : 也许一开始的广告就有问题。

B : 你说得太对了。根据研究，我们的主要受众是年龄超过45岁的未婚男性，而那些广告是针对家庭成员和已婚者的，难怪在调查人群中的反响不是很好。

A : 你还做电话调研了，是吗？结果怎样？

B : 电话调研不是我最喜欢的……但是总得有人做。

A : 那么你是怎么说的？“你是否介意我问你几个问题？”你有没有碰到回答生硬的？

B : 哦，事实上没有。大部分人都是很好的。我只是问他们对于我们的产品和广告的想法，另外也问些有关他们购物习惯的基本背景问题。如果我没有找对人，我就感谢他们花间接接听我的电话，然后挂断就是了。

安抚恼怒的客户 Calming an Upset Customer

你如果担任某公司的客户服务代表（customer service representative），免不了经常（on a regular basis）接待一些愤怒的投诉者。这里有一些建议能够帮助你更好地理顺关系，让客户心平气和地（calmly）接受你的建议，最终使他们满意而归（deliver great customer satisfaction）。

了解问题

如果对情况一知半解（without a good working knowledge），那肯定无法着手处理。有时候客户需要宣泄（just needs to vent a little），所以要做到忍耐和体谅，认真听取他们的想法和建议。等你掌握了足够的信息，就要向客户道歉，对客户的情绪表示理解，并保证会竭尽全力解决问题（resolve the issue）。

⊙What can I do for you?

有什么可以为你效劳的？

⊙What seems to be the problem? 问题出在哪里？

⊙When did this difficulty start? 问题从什么时间开始的？

⊙Can you tell me more about exactly what happened? 你能否详细告诉我到底发生了什么？

⊙What can I do to make it better?

我怎么做才能让情况更好呢？

⊙Can you tell me what the matter is? 你能否告诉我是什么问题？

⊙Am I understanding you correctly?

我对你（所说的）理解得对吗？

表达同情和共鸣（**express empathy**）

让客户知道你能体会他们的感受，即便是你不那么认同。客户只有感到被理解，才会结束抵触情绪，愿意配合解决问题。

☉I'm sorry to hear you've been having such a hard time.听到你经历这些不愉快我很难过。

☉I'm very sorry you've been experiencing problems.我很抱歉（听到）你遇到了麻烦。

☉I apologize for the inconvenience this has caused you.

对于这个问题给你带来的不便之处，我表示歉意。

☉This situation must be very frustrating for you.I am sorry you have had so much trouble.

这种情况难免会让你心烦意乱。我很抱歉你碰到了这么多麻烦。

☉I know it is difficult to deal with this situation.I understand you must be frustrated. I will do what I can to help you resolve the problem.

我知道这种情况很难处理，我理解你肯定非常懊恼。我会尽我所能来解决这个问题。

把注意力集中到解决方案上

不必在客户的喋喋不休中与之纠缠不清，而是要把注意力集中到解决问题的可行性方案上，态度要积极诚恳（**positive attitude**）。客户常愿意从你为他们准备的方案中挑选他们倾向的方案，所以力所不及的方案就不要拿出来，否则只能火上浇油（**agitate**）。

⊙What I can do for you is.....

我能为你做的就是.....

⊙What we can do to help resolve this issue is.....我能够通过.....来帮助你解决这个问题。

⊙Here's what I can do for you.....我能够为你做的是.....

⊙We are prepared to help you deal with this problem by.....我们准备通过.....来帮助你解决这个问题。

向上转交 (go up)

如果生气的客户要求你做些你力所不及的 (more than you can deliver) 选择, 礼貌地向他解释你可以请示上级, 也许在更大的权限内可以解决问题 (be worked out)。千万不可让你的客户觉得你在推诿责任或踢皮球。

A : I don't want you to give me an exchange for tickets to travel on another day. These tickets are already useless to me ! I demand a full refund !

B : I'm sorry sir, but I am unauthorized to give refunds on tickets. I will be happy to help you bring this problem to the attention of my supervisor. Would you like to talk to her? She may be able to work something out for you.

A : 我不想换机票来选择改天出行。这些机票已经对我没用了！我就是要求全额退款。

B : 我很抱歉先生, 我没有权利对机票做全额退款。我很乐意就你的问题联络我的上级, 你想和她谈吗? 她也许可以帮你处理。

切勿动怒 (don't get angry)

千万别和客户生气，那只能让情况更加复杂（make things worse）。谈话期间应当心平气和并且尽量专业（calm and professional）。如果客户冲你发火，很多时候并不是针对你（take it personal），他们只是对所遭遇的情况进行愤慨的宣泄。

A : Are all of your employees as stupid as you?How come you haven't been able to help me take care of my problem? ! ? !

B : I am trying to help you. Please help me understand what more I can do for you.

A : 你们的员工都像你这么笨吗？你怎么就不能够帮助解决我的问题呢！？

B : 我正在试着帮助你。让我看看该怎么帮你。

A : I can't believe how much trouble your company is causing me ! Do you know how long I've had to wait in line?I tried calling to find someone to help answer my questions. And the idiot who answered the phone didn't help me at all.You aren't helping me either !

B : I understand that you're upset, sir. I am sorry you have had so many problems. Please tell me more about your situation so I can understand how to help you.

A : 我真不敢相信你们公司给我添了多少麻烦！你知道我不得不排队等候多长时间吗？我试着打电话找人帮助来解答我的问题，接电话的那个笨蛋根本就没帮我。你也帮不了我！

B : 我理解你的烦恼，先生。真不好意思让你遇到这么多的问题。请详细告诉我你的情况以便我能知道该怎么帮你。

总结

花了钱却没有享受到应有的服务或平白无故遇到诸多麻烦，对于“上帝”的愤怒我们是可以理解的。作为客服的你绝对不可在客户的喋喋不休中与之纠缠不清，而是要认真了解情况，主动寻找解决办法。一定会有办法让双方笑逐颜开，翻过这一页的。

Words 单词表

accounting 会计，会计学

unauthorized 未被授权的

exchange 交换

frustrating 令人沮丧的，挫折的

idiot 白痴，笨蛋

inclement 恶劣的，严酷的

inconvenience 困难，麻烦，不便

issue 问题，争议

M'am 女士

non-refundable 不可退还的

obviously 显而易见的，显然的

paperwork 书面工作，文书工作

policy 政策，方针

receipt 收据，收条

refund 退款

Phrases 短语表

apologize for sth对于某事物致歉

bill sb向某人寄送账单

cancel a flight航班取消

cause sb trouble给某人造成问题/麻烦

come down过来（从大城市到小地方）

contact sb directly和某人直接联系

get (my) money back还钱（给我）

have trouble有麻烦，有问题

full refund全额退款

ground flight航班停飞

in person亲自

pay a bill付账单

take care of (a problem) 应对/处理（某问题）

take care of sth处理/照料某事

take time off work请假

That's just the start！那才刚刚开始！

work something out for sb帮某人解决问题

those dummies那些笨蛋/蠢货

wait in line排队等候

实景对话1

A : Welcome to Regis Travel, how may I help you?

B : Well, I bought these airline tickets through your travel agency to fly to New York yesterday. Unfortunately, there was a big snowstorm in Chicago that grounded all the flights, so the flight was canceled. So this ticket is no good. I want a full refund.

A : May I please see the tickets? Hmm.. I'm sorry Sir, but these tickets are non-refundable tickets. I suggest you contact the airline directly. If they canceled your flight, you should be able to get another ticket from them to make up for the canceled flight.

B : Are all of your employees as stupid as you? How come you haven't been able to help me take care of my problem? !

A : I am trying to help you. What we can do to help resolve this issue is help you contact the airline to see what their policy is on canceled flights.....

B : I want you to take responsibility for the tickets you sold ! How difficult is that?

A : I will do what I can to help you resolve the problem. We are prepared to help you deal with this problem by talking to the airline to see if we can exchange your tickets for travel on another day.

B : I don't want you to give me an exchange for tickets to travel on another day. These tickets are already useless to me ! I demand a full refund !

A : I'm sorry, but I am unauthorized to give refunds on tickets. I will be happy to help you bring this problem to the attention of my supervisor. Would you like to talk to her? She may be able to work something out for you.

A : 欢迎你来到Regis旅行社，我能为你效劳吗？

B : 嗯，我从你们旅行社买了这些机票准备昨天飞到纽约，不巧的是，芝加哥下大雪，所有飞机停飞，所以航班被取消。所以这个票用不成了，我要全额退款。

A : 我能看一下你的机票吗？嗯……对不起，先生，这些机票都是不予退还的机票。我建议你直接和航空公司联系，如果他们取消了你的航班，你应该能够从他们那里得到另外的机票来弥补。

B : 你们的员工都像你这么笨吗？你怎么就不能帮助解决我的问题呢？！

A : 我正在尽力帮助你。对于你的问题我们所能做的就是联系航空公司看他们对取消航班的政策。

B : 是你们卖给我的机票，我就要让你们负这个责任！有那么难吗？

A : 我会尽力帮你解决问题。我会和航空公司谈，看能否换票，改天飞行。

B : 我不想让你们给我换机票改天出行。这些机票已经没用了！我要求全额退款。

A : 我很抱歉，我没有被授权对机票全额退款。我很乐意就你的问题联络我的上级，你想和她谈吗？她也许可以帮你处理。

实景对话2

A : What can I do for you? What seems to be the problem?

B : You idiots have billed me three times for the same thing. I already paid the bill to begin with, but your accounting department seems to have lost the paperwork. The first time it happened, I took time off work to come down here and show my receipt to those dummies. I thought they would take care of it !

A : I'm sorry to hear you've been having such a hard time. This situation must be very frustrating for you. I apologize for the inconvenience this has caused you.

B : Well, here I am the third time coming down here to deal with a mistake made by your accounting !

A : This problem shouldn't be too difficult to resolve. Am I understanding you correctly that you brought the receipt for the amount with you?

B : Yes, it's right here.

A : Hold on a moment while I look up your account information on the computer. Yes, here it is. It is reporting that the bill hasn't been paid yet.....What I can do for you is take a copy of this receipt and contact the person responsible for billing. She should be able to change the data in our computers to reflect that you have already paid.

B : Thank you !

A : 有什么可以帮助你吗？出了什么问题？

B : 你们这些蠢货连着三次寄给我同样的账单。一开始我就已经付过账单了，但是你们的财务部门好像丢失了相关文件。第一次发生的时候，我还请假来这里把收据拿给那些呆子看。我本想着他们会应对处理的。

A：我很抱歉听到你遇到这么多麻烦。这种情况肯定让你非常懊恼。真遗憾给你造成不便。

B：我现在是第三次来这里处理你们财务的错误！

A：问题应该不难解决。你带来了你的收据，我的理解对吗？

B：是的，在这里。

A：请稍等，我在电脑里查一下你的账户信息。是的，在这里。显示说你的账单还未偿付……我可以复印该账单并和负责账单的人联系，她应该可以改变电脑里的数据来表明你已经付过了钱。

B：谢谢。

十项全能之九 人力资源 Human Resources

公司培训 Company Training

公司和组织会为其员工 (their personnel) 进行各种培训。培训内容包括：提高专业技能 (performance levels)、了解公司的新产品、介绍新的市场动向等。培训目的在于通过再学习保证员工在工作中的高效率 (most efficient in their jobs)，为进一步的发展提供机会。

类型

员工培训的题目领域范围很广 (a wide range of topics)，包含：1) 通信；2) 电脑技巧；3) 客户服务；4) 多样性，尤其是不同文化和角度；5) 人际关系；6) 安全，尤其是涉及危险物品和设备 (hazardous materials and dangerous equipment)，等等。

⊙Next Monday will be our company-wide diversity training. 下周一将进行全公司范围的多元化培训。

⊙The topic for today's training meeting is.....我们今天培训会议的主题是.....

⊙The main topic for discussion today is.....今天讨论的主要题目是.....

⊙Let us consider.....

让我们来考虑考虑.....

◎We want to do something hands-on today.我们今天要亲自动手做一些事情。

◎You're all going to practice implementing what you've learned by.....各位都将练习你们通过.....所学习到的执行能力。

效果

公司和员工都将从培训中受益 (beneficial to both the employees and the company)。工作满意度 (job satisfaction)、士气和积极性在培训中被反复强调,工作效率将有所提高。在培训中要鼓励员工学习新技术和方法,在生产实践中转化为公司的利益。

◎Levels of efficiency and production increased ten-fold after the training.在培训后效率和生产增加了10倍。

◎Employee motivation was up after the training meeting last month.We have record high morale.

在上个月培训会议后我们员工的积极主动性提高,而且士气高昂。

◎In the training meeting, employees were able to learn new technologies and methodologies, which has resulted in financial gain for the company.

在培训会议中,员工们能够学习到新的技术和方法,并在公司的经济收益中显示出了效果。

投资

员工培训对公司来说是一种投资 (investment)。尽管效益不会在当下显现,但培训中对相关领域内知识的讲解有助于提高员工的业务技能和生产效率,在竞争中领先对手一步 (keep one step ahead of the competition)。培训有助于企业文化 (company culture) 的发

展、凝聚力的形成。

◎While employee training does take time out of the work schedule, it is still a wise investment.

员工培训是占用了一些工作时间，但那依旧是明智的投资。

◎Training is costly because it takes away from valuable working hours.培训是有成本的，因为它占用了宝贵的工作时间。

◎Training promotes a culture of learning and keeps employees at their best.培训促进学习文化并保证员工都在最佳状态。

◎To get the most out of the training session, employees should be very clear on the goals of the training.

为了让培训达到最佳效果，员工应当对培训的目标有清晰的认知。

◎What kind of results did we get from the training meeting? Was it worth the expense and investment?

我们从培训会议中能收到哪些效果？花费和投资都值吗？

参与

无论哪个级别都有培训的必要。新员工需要产品、服务、客户等相关知识，中层管理者需要提升管理能力和执行力，高层管理者需要在领导价值和商业道德（leadership values and business ethics）等方面充电。

◎Attendance is mandatory.必须要出席。

◎Welcome to our safety training meeting.欢迎来参加我们的安全培训会议。

⊙Please sign your name on the attendance rolls.请在会议出席考勤表上签名。

⊙Any employee caught playing hooky from the training meeting will receive disciplinary action.

哪位员工被发现逃避该培训会议将受到纪律惩处。

⊙This week's training is for all new employees.Attendance is mandatory for all employees with less than one year of service with the company.

这个星期的培训是给新员工的，所有为公司效力少于一年的员工都必须参加。

⊙The workshop is geared toward senior management.

培训的目标对象是高级管理人员。

⊙Only members of the financial team are required to go to the meeting.只有财务部门的人被要求参加该会议。

总结

培训带给企业的利益当下不易见到，但确实不容忽视。把从实践中总结的经验和知识通过培训传授给员工，可以提高企业生产效率。企业的文化通过培训可以灌输给员工，提高工作热情和士气。培训就是给企业充电。

Words 单词表

adequately充分地，足够地

attendance出席，出勤

boring无聊的，令人厌烦的

consider考虑，认为

excuse借口

gear齿轮，（使）适合

expect期待，预料

harsh严酷的，严厉的

mandatory义务的，必需的

methodology方法论

morale士气

motivation动机，积极性

pointless漫无目标的，没有意义的

promote推动，促进

technology技术，科技，工艺

valuable有价值的

Phrases 短语表

a culture of learning学习文化

attendance rolls考勤表，考勤登记

be very clear on.....对.....有清醒认识

financial gain财务收益

disciplinary action纪律处分

find sth hard to believe觉得.....不可信

get out of sth摆脱/避免某物

get the most out of sth充分利用某事物

high morale高涨的士气

keeps employees at their best让员工保持最佳状态

not strictly true严格意义上不是真的

paid vacation带薪休假

play hooky逃课，逃学

pose a risk构成风险

result in引起，导致

training session培训课

take time out of.....从.....中抽出时间

wise investment明智/精明的投资

waste of time浪费时间

work schedule工作日程

working hours工作时间

实景对话1

A : This week's training is for all new employees. Attendance is mandatory for all employees with less than one year of service with

the company.

B : What a waste of time. Training is costly because it takes away from valuable working hours. It's just an excuse to get out of work.

A : That's not strictly true. While employee training does take time out of the work schedule, it is still a wise investment. Training promotes a culture of learning and keeps employees at their best.

B : Really?I find that hard to believe. What kind of results did we get from the training meeting last month?Was it worth the expense and investment?

A : Actually, you would be surprised. Employee motivation was up after the training meeting last month. We have record high morale.In the training meeting, employees were able to learn new technologies and methodologies, which has resulted in financial gain for the company.

B : Well, all the meetings that I've been to seemed to be boring and pointless.

A : Perhaps you weren't adequately prepared.To get the most out of the training session, employees should be very clear on the goals of the training.

A : 这个星期的培训针对所有新员工，进公司少于一年的所有员工必须参加。

B : 真能浪费时间。培训实在是代价高昂，因为它抢走了宝贵的工作时间。那只不过是一个摆脱工作的借口而已。

A : 严格意义上说不是这样。员工培训是占用了一些工作时间，但那依旧是明智的投资，培训促进了学习的文化并使员工保持最佳状

态。

B：真的吗？我觉得难以信服。我们从上个月的培训中收到了哪些效果？花费和投资都值吗？

A：事实上，你一定会很吃惊。上个月培训后员工的积极性得到提高，我们的士气高昂。在培训中，员工们能够学习新的技术和方法，并在公司的经济收益中显示出效果。

B：我参加的所有那些会议都是百无聊赖，毫无意义的。

A：或许是你没有充分准备。为了使培训达到最佳效果，员工就得对培训目标有清晰的认识。

实景对话2

A：I'd like to welcome everyone to our safety training meeting. Please sign your name on the attendance rolls. Let us know if we're missing anyone. Any employee caught playing hooky from the training meeting will receive disciplinary action.

B：That seems pretty harsh.....

A：It might be harsh, but this is a very important topic. Safety first, you know.

We don't want to have the liability of employees who have not been properly trained on safe working procedures. That's why attendance is mandatory.

C：I thought this workshop was geared toward senior management. But everyone is supposed to attend?

A：Yes, this is an office-wide training. The main topic for discussion today is how to safely complete your job responsibilities. Let us consider the different job tasks you have to complete each

day.Which of these pose a risk to your health and safety?We want to do something hands-on today.I am going to put you in pairs and have different safety topics to discuss.....

(an hour later)

A : So, in conclusion, we can all make our workplace a safer place when we work together. You're all going to practice implementing what you've learned today by making a safety chart for your desk.

B : You're kidding ! We have homework, too?

A : Yes ! Oh, and don't forget, next Monday will be our company-wide diversity training.

A : 感谢各位来参加我们的安全培训会议。请在会议考勤册上签上你的名字，好让我们知道谁没有来。哪个员工被发现逃避该会议将受到纪律处罚。

B : 看起来好像还挺严格的.....

A : 严格是理所应当的，因为这是一个非常重要的主题。安全第一嘛，你知道。我们不想承担没有让员工接受工作环节安全培训的责任。所以说参加是强制性的。

C : 我原以为是对高级管理人员的培训。但是每个人都被要求参加。

A : 是的，这是一个办公室范围的培训。今天讨论的主题是如何安全地完成你的工作职责。让我们说说你们每天不同的工作任务，有哪一些是对你们的健康和安全构成威胁的？今天我们要亲自动手做一些事情，我将把你们分成两人一组，讨论不同的安全题目.....

(一个小时以后)

A：好，总结一下。我们都能够使我们一起工作的办公场所更加安全。各位将做一个安全图张贴在办公桌上，然后练习今天所学到的技能。

B：你在开玩笑吗？我们还有家庭作业？

A：是的，还有别忘记了，下周一将是全公司范围的多元化培训。

求职面试 Interviewing for Employment

面试当天，你应选择职业化（dressed professionally）着装，准时到达面试地点。面试期间应关闭手机，并通过肢体语言流露出自信。在自我介绍时注意与面试官（interviewer）的眼神交流（make eye contact），握手时坚定有力。

面试官提问

面试过程中可能被问及的一些问题。

⊙Tell me a little bit about your qualifications.请跟我说说你的资历。

⊙Where did you complete university?你在哪里上的大学？

⊙Have you ever worked in.....before?

你之前曾经在.....领域工作过？

⊙What experience do you have?你有哪些工作经历？

⊙What are your salary expectations?你的预期工资是多少呢？

⊙Do you want to work full-time or part-time?你想做全职工作还是兼职工作？

◎Your last position was.....is that right?你的上一个职位是.....对吗？

◎Why did you decide to leave your former post?你为什么要离开你之前的工作？

以实例说明能力

给出具体的例子（specific examples）来说明为什么你能胜任这个职位（position），不要只是重复你简历上的描述，你应该更注重展现自己的成果（accomplishments）和独特的技能（unique skills）。

◎After completing my education, I started off my career with a position in advertising.

完成学业后，我在广告业开始了我的职业生涯。

◎I decided to focus more on marketing research.我决定多做一些市场调查方面的工作。

◎I have five years marketing experience, meaning both entry level and managerial positions.

我有5年的市场营销经验，做过初级职务和管理级职务。

◎Most recently, I worked my way up from a mid-level position to being director of the marketing department.

在上个工作中，我从中级职位一路晋升为营销部的主管。

展示对面试公司的认识

通过事先调查的信息，在面试中充分展示（demonstrate）你对公司的认识。针对既得知识提出相关问题（relevant questions），让自己显得适合公司要求。

⊙I am very interested in your Biometric research.Because I have ten years experience in genetic research. I specifically wanted to ask you about areas for future advancement.

我对你们的生物统计学研究十分感兴趣，因为我在基因研究方面有长达10年的工作经验。我非常想向人咨询一下该研究的未来发展方向。

⊙Can you tell me more about the future direction your firm sees for environmental protection?In my last position I worked very closely with the government environmental bureau. Will you expand on the watershed project in the near future?

你能告诉我贵公司在环保方面的未来发展方向吗？在我的上个工作中我和政府环保局有过密切的合作。请问贵公司近期会在水土保持项目上有所扩展吗？

面对挑战性问题，保持诚实和自信

你很可能遇到一些很有挑战性（challenging）的问题，但面试官并不会期待你是一个超人（superhuman）。所以，当被问到弱点（weak points）时，不妨如实相告，保持自信和真诚（maintain confidence and sincerity）。

A : Have you ever worked in computer programing before?

B : I have done some work in tech support, but this will be the first time to do full on computer programing. Even though it is new for me, I learn really quickly.I have confidence I can get the hang of thing in no time at all.

A : 你之前有过电脑编程方面的工作经验吗？

B : 我做过一些技术支持的工作，但全职的电脑编程还是第一次接触。虽然我在这方面是个新手，但我有很强的学习能力。我相信我

在短期内就能掌握要领。

A : If we hired you as creative director, what kind of changes would you make to our current layout?

B : To be honest, I haven't considered that in very much depth. I have some very good ideas for design improvements, but I would like to think it over in more detail and get back to you, if that's alright.

A : 如果我们雇你为创意总监，你打算对我们现在的设计形式做何改变？

B : 坦白地说，我在这方面还没有更深入地考虑过。我在改进产品设计方面有一些不错的点子，但如果可以的话我想在考虑周全后再汇报给你。

尽量展示真我

公司举办面试的主要目的是了解你是个什么样的人，以及你能为公司带来什么。所以，在面试中尽量表现出你真实的一面（be yourself）。你的回答应主要集中体现你的独特技能、天赋和兴趣。通过与面试官分享这些信息，你可以从众多的面试者中脱颖而出（surpass other interviewees）。

A : We've already had over fifty applicants for this position. What sets you apart from all the other candidates?

B : I think something I can offer that is different from everyone else is that I can speak several languages fluently. I have experience in intercultural communication, and I can help your station to reach a wider audience.

A : 已经有50多个候选人在竞争这个职位了，你觉得什么能让你和其他面试者拉开距离呢？

B：我和其他人不同的地方在于我能流利地使用多门外语。我在跨文化交流方面有一定的经验，我能帮助你们电台获得更多的听众。

估算预期工资范围

工资是你会被问到的问题之一。可以参考你最近一个职位的工资以及行业标准（industry standard salary），结合你的期望值，定一个预期范围。

◎I am willing to negotiate, but I expect at least\$40 , 000 a year.我很愿意协商，但我希望一年最少能挣4万美元。

◎I am sure you agree the industry standard for this position is \$20 , 000 per year plus commissions. I won't accept less than what is fair.

我确信你会同意这个行业的标准工资是每年2万美元，外加佣金。超出合理范围的话我恐怕就难以接受了。

◎In my last position I earned\$70 , 000 a year.I expect at least as much in any new position.

我的上一个职位一年能挣7万美元，我希望新职位的薪酬能至少和以前持平。

总结

如果准备充分的话，你就能在面试中展现出有一个有思想的、专业的、称职的自我。这不仅能给你的面试官留下好印象，还能帮助你面试成功。

Words 单词表

amiable友善的，亲切的

basis基础

candidate 候选人，求职者

communication 通信，沟通

direction 方向，方位

experience 经验，经历

focus 焦点，聚焦

full-time 全职

graduation 毕业

industry 工业，行业

intercultural 跨文化的，不同文化间的

negotiate 面议，商量

portfolio (求职时用以证明资历的) 作品

qualification 资格

management 管理，经营

part-time 兼职

position 职位，位置

Phrases 短语表

come in 进来，进入

complete education 完整/完全教育

computer programming 计算机编程

entry level初级，入门级水平

focus on集中，聚焦

full on完整的，全面的

get right into直接开始

get the hang of things掌握要领

in no time at all在短时间内，立刻

make note of主意，记录下来

marketing research市场调研，营销调研

most recently最新，最近，上一次

mid-level中层职位

set apart from使分离，使有别于

start off动身，出发，开始

start right away马上开始

tech support技术支持

work one's way up通过努力发展到

实景对话1

A : Mr. Radcliff, thanks for coming to our office this afternoon. We hope you found everything okay. Let's go ahead with our interview. I've seen your resume. You completed university in New Zealand?

B : Yes, I studied marketing. After completing my education, I

started off my career with a position in advertising. Later, I decided to focus more on marketing research.

A : So, what experience do you have?

B : I have five years experience in marketing, meaning both entry level and managerial positions. Most recently, I worked my way up from a mid-level position to being director of the marketing department.

A : I can see that from your resume. Your last position was director of the marketing department for an automobile manufacturer, is that right? Later, why did you decide to leave your former post?

B : I was ready for something new after spending more than three years in one place. To me, it is important to have a job that is challenging. I like to see and do new things every day. While I truly did enjoy my former job, and left with amiable feelings on both sides, I was just ready for something new.

A : I see. Do you want to work full-time or part-time?

B : I would rather work full-time.

A : I'll make a note of that. Now, what are your salary expectations?

B : I am willing to negotiate, but I expect at least \$40,000 a year.

A : 拉德克利夫先生，非常感谢你今天下午能来我们办公室参加面试。希望你会觉得我们公司的安排周到。现在让我们开始吧。我看过你的简历，你是在新西兰上的大学吧？

B：是的，我学的是市场营销。完成学业后，我在广告业开始了职业生涯。之后，我决定多做一些市场研究方面的工作。

A：那么你在这方面有哪些工作经验？

B：我有5年的市场营销经验，做过初级职务和管理级职务。在上份工作中，我从中级职位一路晋升为营销部的主管。

A：这些我在你的简历中也看到了。你在上一个职位中担任的是一家汽车制造商的市场营销主管，是吗？你为什么要离开那个职位呢？

B：在同一个地方工作了3年多后，我想是换个新工作的时候了。对我来说，去做一个有挑战性的工作是十分重要的。我喜欢每天都接触新的事物。虽然我确实喜欢我的上一个工作，我离开时双方都很不舍，但我还是想尝试新的工作。

A：我明白了。你想做全职还是兼职？

B：我更希望做全职。

A：我会记下来的。那么，你的预期工资是多少呢？

B：我很愿意协商，但我希望一年最少能挣4万美元。

实景对话2

A：Oh, you made it ! I appreciate you coming in on such short notice. Were you able to find our office okay?

B：Oh, yes, with the directions your secretary gave me, it was very easy to find.

A：Good. Well, shall we get started with your interview? First off, we're looking for someone who will be able to work on a full-time basis only.

B : That's no problem. I can work either part-time or full-time, but I actually prefer something full-time.

A : Tell me a little bit about your qualifications. We've already had over fifty applicants for this position. What sets you apart from all the other candidates?

B : I think something I can offer that is different from everyone else is that I can speak several languages fluently. I have experience in intercultural communication, and I can help your office to be more diversified.

A : Have you ever worked in computer programing before?

B : I have done some work in tech support, but this will be the first time to do full on computer programing. Even though it is new for me, I learn really quickly. I have confidence I can get the hang of thing in no time at all.

A : Can I take a look at your portfolio?

B : No problem ! I'd be happy to show you what I have.

A : 啊，你来了！我很高兴你能一接到通知就来参加面试。我们办公室好找吗？

B : 哦，是的。在你秘书的指引下，我很容易就找到了。

A : 很好。那我们就开始吧。首先要说明，我们只招聘能全职工作的人。

B : 没有问题。我能做全职也能做兼职，实际上我更倾向于全职。

A : 请跟我说说你的资历吧。这儿已经有50多个候选人在竞争这个职位了，你觉得什么能令你和其他面试者拉开距离呢？

B：我能流利地使用多门外语交流，我不认为其他人能办到这点。我在跨文化交流方面有一定的经验，我能让你们的办公室变得更加多元化。

A：你之前有过电脑编程方面的工作经验吗？

B：我做过一些技术支持的工作，但全职的电脑编程还是第一次。虽然我在这方面是个新手，但我有很强的学习能力。我相信我在短期内就能掌握要领。

A：我能看看你的资格证书一类的文件吗？

B：没问题！我很高兴能给你看看我的东西。

工资和福利 **Salary and Benefits**

多方求职终于有了结果，你将获得一份向往已久的工作。但是等等.....你不能匆忙答应他们的薪酬条件，从而浪费（ruin your chances）一个为自己争取更多报酬的机会。如果雇主对你的学历、经验或资历确实有兴趣，那你就应当更有信心，通过一些技巧和策略，为自己在工资和福利上多争取一些。

让雇主先出价（**let your employer bring it up**）

延迟（postpone）讨论工资待遇，直到你确认会得到那个职位（receive an offer）。在面试过程中首先提“钱”的一方在讨价还价中将会很被动。

⊙What are your salary expectations?你对薪水的期望值是多少？

⊙What kind of salary are you prepared to offer with this position?在这个职位上你打算给出什么样的薪水？

⊙We'd like to offer you a salary of\$70,000 per year.我们愿意给你每年7万美元的薪酬。

☉We offer a complete benefits package.我们提供全面的一揽子福利。

☉We are prepared to offer you.....

我们打算给你的条件是.....

☉Our standard benefits package includes.....

我们的标准福利套餐包含.....

☉The compensation received by our employees is very competitive in the industry.

我们员工的待遇在行业内都是非常有竞争力的。

☉We offer salaries in competitive ranges and a very nice benefits package.我们给出很有竞争力的工资和非常好的福利套餐。

表明“我超所值”

事先想好你对工资的期望值，并为证明其合理（justify it）准备充分理由。你的要价应当略高于行业平均水准。你应聘的职位越是重要，要价的空间就越大（more room you have）。一般情况下，雇主对于不高于出价25%的要价都会酌情考虑。即便雇主提出的条件相对令人满意，你仍然可以通过各种“我超所值”的理由为自己多争取10%~20%。

☉Considering my experience and qualification, I expect to receive a salary of between 80 and 90 thousand per year.

考虑到我的经验和资历，我希望得到8万~9万的年薪。

☉Thank you for your offer.To consider your offer seriously, I would have to receive at least.....

感谢你的提议。出于认真考虑你的出价，我至少愿意得到.....

◎In my last position, I received a salary of\$95 , 000 per year.I could not accept anything lower than my previous salary.

我的上一个职位每年薪水是9.5万美元。我没办法接受比先前更低的工资。

◎I would not be able to consider anything that doesn't provide insurance and other benefits.

我不会考虑没有保险和福利的待遇。

◎My salary requirements are.....

我的工资要求是.....

使用“范围”

在薪酬的讨价还价中，经常使用一定“范围（ranges）”而不是一个精准的数字，即便是被问到了最低期望值，也应当以业内行情标准为依据。

◎To consider your offer in more detail, I would like to know what range of salary I could expect.

为了能够更深入地考虑你的提议，我想知道我的工资大致处于什么范围。

◎Thank you for your offer.Based on the current industry standard, I could accept somewhere between the range of\$50 , 000 ~ 55 , 000.

感谢你的出价。基于当前业内标准，我能接受的薪水是在5万到5万5千美元之间。

⊙I am willing to negotiate, but I expect somewhere between \$65,000 and \$70,000, depending on the benefits offered.

我愿意协商，但我希望能在6万5千到7万美元之间，取决于福利怎样。

⊙In my last position I earned \$70,000 a year. I expect at least \$70,000 ~ 80,000 in any new position.

我在上一个职位上挣7万美元一年，新职位上我希望在7万到8万美元之间。

花时间来考虑

不要对第一次的出价急于表态。可以告知对方你很有兴趣，但是需要一点时间来斟酌 (review and evaluate)。

A: We are prepared to offer you a position at our company with compensation of \$45,000 per year plus benefits.

B: Thank you for your offer. Can I take some time to think about it?

A: 我们准备为你提供4万5千美元的职位年薪，再加上福利。

B: 感谢你的提议。能否给些时间让我考虑一下？

A: Our budget for this position is \$60,000 per year.

B: I appreciate your offer. I would like to take time to consider it carefully, if that's alright.

A: 我们对于这个职位的预算是每年6万美元。

B: 我很感激你提的条件，如果合适的话，我想利用一点时间仔细考虑一下。

抉择

经过权衡，最终要决定的是该公司提供的待遇是否对你有吸引力、是否还有争取的可能性。如果与你的期望值相差无几，在综合考虑的基础上可以做适当范围内的调整。不要仓促做决定。如果你考虑的结果是接受，那就要求公司把所有条件都反映在文字上（put it in writing），之后才可以签字。

⊙Thank you for your consideration.While I appreciate the opportunity to join your company, I'm afraid I will have to decline your offer at this time.

感谢你的酌情考虑。我很重视能有加入贵公司的这个机会，但我恐怕这次得拒绝你的出价。

⊙Unfortunately, I am unable to accept the terms of your offer.I appreciate your time and consideration.

很遗憾，我不能接受你提的条件。我很感谢你的时间和为此事所作的考虑。

⊙I am pleased to accept your offer and would like to formalize it in writing , if possible.

我很高兴接受你的出价，如果可能，希望能将所提条件形成文字形式。

总结

作为公司当然希望“马儿跑且少吃草”，但作为职员自然希望多多益善。争取过程中需要认真地准备，包括业内标准参考、自身期望、岗位评估等。此外还需要一些策略，例如等候出价、引用旁证、使用“范围”给足空间等。最后要留出思考时间做抉择，因为一旦决定，在近期内调整就非常困难了。

Words 单词表

401 k 401计划（一种养老保险制度）

benefit福利

available可获得的，有空的

compensation补偿，赔偿

competitive竞争的，有竞争力的

complete完整的，完成

consider考虑

contributions贡献

insurance保险

negotiate谈判，协商

position状况，态度，看法，地位

provide提供

qualification资格，资历，合格

range种类，范围

requirement要求

firm公司

Phrases 短语表

agree (to do sth) 同意（做某事）

benefits package一揽子福利，福利套餐

consider sth seriously认真考虑某事

fast-paced快节奏的

depend on依据，取决于

have in mind脑中所想

finish up完成

industry standard行业标准，业内标准

in detail详细地

paid vacation带薪休假

medical and dental coverage医疗和牙科保险

salary expectation期望薪水

standard salary标准工资

sick leave病假

up and coming精力旺盛的，生气勃勃的

take time (to do sth) 花时间 (做某事)

实景对话1

A : We are pleased to inform you that we would like to offer you a position in our company as director of sales.

B : Thank you very much for your offer. I would like to know what range of salary I could expect.

A : What kind of salary requirements did you have in mind?

B : I am willing to negotiate, but I expect somewhere between \$95 , 000 and \$100 , 000 , depending on the benefits offered.

A : Oh, I see. Well, considering that we are a smaller firm, we may not be able to offer such a large amount.....

B : In my last position, I received a salary of\$90 , 000 per year. I could not accept anything lower than my previous salary. Considering my experience and qualification, I expect to receive a salary of at least between 90 and 95 thousand per year.

A : We'd like to offer you a salary of\$70 , 000 per year. Even though we are a smaller firm, we offer salaries in competitive ranges and a very nice benefits package.

B : I appreciate your offer. I would like to take time to consider it carefully, if that's alright.

A : Please, take your time.

(Next Day)

B : Thank you for your offer. After much thought, I would have to receive a salary of at least\$80 , 000.

A : I appreciate your honesty. Yesterday after our conversation, I discussed our offer with the Board of Directors. Our budget for this position is\$70 , 000 per year.They have agreed to increase this amount to\$75 , 000.

B : Thank you for your consideration. Unfortunately, I am unable to accept the terms of your offer. I appreciate your time and consideration.

A：我们很高兴地告知你，我们愿意为你在公司提供一个销售主管的职位。

B：非常感谢你的提议，我想知道我的工资大致处于什么范围。

A：你期望的工资要求是多少？

B：我愿意协商，但我希望是在9万5千到10万美元之间，取决于福利怎样。

A：哦，我了解了。考虑到我们是家较小的公司，我们可能没办法提供那么大的一个数额.....

B：我的上一个职位每年薪水是9万美元。我没办法接受比先前更低的工资。

考虑到我的经验和资历，我希望得到每年至少9万到9万5千美元之间的薪水。

A：我们愿意提供的薪水是每年7万美元。尽管我们是家小企业，但是我们的薪水水平还是很具竞争力的，还有非常好的福利套餐。

B：我很感激你的提议。如果能行的话，我希望用些时间仔细考虑一下。

A：当然，不着急。

（第二天）

B：感谢你的提议，经过深思熟虑，我愿意接受至少8万美元的薪水。

A：感谢你的坦诚。昨天我们的会面结束后，我和董事会讨论了我们的条件。我们对于这个职位的预算是每年7万美元，但他们已经同意增加到7万5千美元。

B : 感谢你的考虑。但遗憾的是我没办法接受你的条件。感谢你的时间和为此做出的考虑。

实景对话2

A : Well, one last question before we finish up here. What are your salary expectations?

B : What kind of salary is available with this position?

A : The compensation received by our employees is very competitive in the industry. Our standard salary for this position is between \$45 , 000 to 60 , 000 depending on qualifications and experience.

B : I see.....Based on the current industry standard, I could accept somewhere between the range of \$50 , 000 ~ 55 , 000. However, I would not be able to consider anything that doesn't provide insurance and other benefits.

A : That's understandable. You'll be happy to hear that we offer a complete benefits package. Our standard benefits package includes medical and dental coverage , 401 K contributions, and paid vacation and sick leave.

B : I am pleased to hear about that. It is one of the important requirements I have.

A : We are prepared to offer you a position at our company with compensation of \$45 , 000 per year plus benefits.

B : Thank you for your offer. Can I take some time to think about it?

A : 好的，我们会面结束前的最后一个问题。你对工资的期望值

是多少？

B：这个职位的相应工资是多少？

A：我们的员工薪酬在行业内是非常具有竞争力的。我们对于这个职位的工资标准依据经验和资历而定，在4万5千美元到6万美元不等。

B：明白了……根据目前的行业标准，我所能接受的范围是5万美元到5万5千美元。如果没有保险和别的福利，我也不会考虑。

A：可以理解。你一定会很高兴听到我们提供的一揽子全面福利。我们的标准福利套餐包含医疗和牙科保险、401K贡献基金、带薪休假以及病假。

B：我很高兴听到这些，这也是我看重的要求之一。

A：我们准备为你提供每年4万5千美元的职位薪酬，再加上福利。

B：感谢你的提议。能否给些时间让我考虑一下？

员工培训 **Conducting Employee Training**

员工培训在风格上类似于演讲，但区别在于培训更有针对性和实践性，体现在专业知识和技巧的沟通，融合最新的产品信息和工艺知识。许多公司就是依靠培训来帮助员工集体更新（up-to-date）知识。

培训前的准备

在培训前应当把思路理清楚（think things through）。如果你能准备好如下环节，你将有一个一流的讲演介绍（stellar presentation）。

⊙Are you ready for the training on Tuesday?你周二的培训会一切准备就绪了吗？

⊙We need you to put together an employee training for all the new employees.

我们需要你为所有的新员工组织一个员工培训。

⊙Talk to Human Resources for a list of all the upcoming workshops.向人力资源部要一份所有的即将举行的培训清单。

⊙We do an employee training workshop every quarter.我们每个季度都进行员工培训。

⊙Don't worry about being late to the training.We will catch you up with the content later.

不用担心培训迟到，我们随后会让你赶上内容的。

⊙Do you need some help with your presentation preparation?在讲演准备方面你需要什么帮助吗？

硬件设施

培训前要根据人数选择合适的场所，判断是否有条件进行一些互动环节（interactive），是否需要幻灯（PowerPoint）和复印材料，是否要准备甜点和饮料（refreshments）等。取出纸笔（grab a pen and paper），写出所有需求并联系相关负责人组织实施。

⊙I think we'll learn best if we do small groups.

我想如果以小组的形式来做我们会得到更好的效果。

⊙I prefer something more formal, maybe lecture-style would be the best.我比较倾向更正式些的，也许讲演形式会最好。

◎With over 500 participants, we'd better stick to the large conference room.

超过500名的参与者，我们最好坚持选用大会议厅。

◎I know we've got a large group, but I think we'll all get more out of it if we do something interactive.

我知道人数众多，但是我想如果能有一些互动环节，我们会取得更好的效果。

◎Can you help me put together the packets for the workshop?I need 500 photocopies.

你能够帮我把这些培训讲义整理一下吗？我需要500份复印件。

◎Louise in Human Resources is taking care of the refreshments.We'll provide coffee, tea, and light refreshments.

人力资源部的Louise正在准备甜点。我们会提供咖啡、茶和一些点心。

◎Will there be an overhead projector at each location?

是否每个地方都有悬挂式投影仪？

内容准备

根据题目列提纲，然后准备相关资料，包括实例和数据等。准备幻灯片和图标。人们对长篇大论难以提起兴趣，实例和图片总是更有说服力。尽量将理论和实际相结合，让听众感受到知识对他们工作的影响。

◎Inside your packets, you'll find.....

在讲义里面，你将会发现.....

⊙If you'll turn with me to page three in the handout.....请你随我把讲义翻到第3页.....

⊙Take a look at the figure on page six of your handout.....请看一下你手中讲义的第6页中的数字.....

分工

没有人可以独自全部搞定整个培训过程，除非是小规模的培训。和相关负责人召开会议，落实责任并分工（delegate tasks），确保每个人都拿到时间安排（pertinent dates）。

A : Would you mind putting together a short introduction on financial precedents?

B : Sure. Can you tell me more about exactly what you need?

A : 你是否介意帮我把一些财务先例汇总一下？

B : 当然。你能否更详细地告诉我你到底需要哪些？

A : Are you going to be ready for the training next week?

B : I think so.....did you still need me to cover the section on making files?

A : 你下周的培训准备就绪了吗？

B : 我想是的.....你还需要我来整理资料吗？

培训当天

事先休息好，保证头脑清晰，衣着职业化，将所有资料备份，准备齐全。

⊙Thank you for coming today, I hope everyone can participate in our training. Our topic today is.....

感谢各位今天到会，我希望每个人都来参加我们的培训。今天的题目是.....

◎Can you please find your seats?I'd like to get started now.....
请各位就座。我现在开始.....

◎In our training today you will learn.....在今天的培训课上我们将学习到.....

总结

培训过程中细节至关重要，最好能获得所有相关部门的帮助，分担责任和压力。

Words 单词表

bribe行贿

equipment设备

formal正式的

handout课堂讲义

human resources人力资源

interactive互动的，交互式的

packets数据包，信息包

photocopy复印件

precedent先例

prefer更喜欢

preparation准备

presentation讲解，介绍

quarter四分之一，季度

refreshment小吃，点心

training培训，训练

visual视觉效果，可视教具

workshop培训室，工作间

Phrases 短语表

about ready差不多就绪

company-wide全公司范围的

for reference以供参考

get more out of it从中更多地获得/更好地利用

help out (with sth) 帮助解决 (某事物)

in attendance参加，出席

intimate setting亲密的气氛

lecture style讲课方式

light refreshments点心和饮料

not that long ago前不久

professional development专业发展

put together放在一起，整理

small groups小组

stick to sth坚持某事物

实景对话1

A : Are you ready for the training on Tuesday?Do you need some help with your presentation preparation?

B : Yeah, I guess I'm about ready. If you have some time, I could use a little help. Can you help me put together the packets for the workshop?I need 500 photocopies.

A : 500?Wow. Do you really need that many copies?

B : Well, one for each person attending. It's a handout they can take back with them for reference.

A : Are there going to be 500 people in attendance?I didn't realize it would be that big of a meeting !

B : Yep. It's a company-wide training.All of the people from the branch offices will also be there. I know we've got a large group, but I think we'll all get more out of it if we do something interactive.

A : Interactive?With 500 people?How are you going to pull that off?

B : Yes. I prefer something less formal, I think we learn best if we do small groups. But this time there's no way to create with 500 participants.

A : Maybe lecture-style would be best. With over 500 participants, we'd better stick to the large conference room. Is there anything else I can help you with?

B : Let's see.....Well I already asked for help with the refreshments. Louise in Human Resources is taking care of those. We'll provide coffee, tea, and light refreshments.

A : Nothing like a small bribe to attend.....

B : Oh, there is one thing you could help me with.....Would you mind putting together a short introduction on financial precedents?

A : Sure. Can you tell me more about exactly what you need?

A : 周二的培训你准备就绪了吗？准备讲演需要什么帮忙吗？

B : 是的，我猜差不多了。如果你有空，我需要一点点帮助。你能帮我把讲座的讲义整理一下吗？我需要500份复印件。

A : 500？哇！你真的需要那么多份吗？

B : 啊，每个与会者人手一份。那是他们可以带回去作为参考的讲义。

A : 有500人要参加吗？我都不知道是这么大的一个会议。

B : 是啊，这是全公司范围内的培训。各个分部的人也都来。我知道队伍庞大，但是我想如果能有一些互动环节，那我们得到的效果会更好。

A : 互动？和500个人？你怎么来实现？

B : 是的，我希望能更非正式些。如果是分成小组，那我们得到的效果会最好。

但是这次，没办法为500人创造这种氛围。

A : 也许演讲的形式会最好。有超过500位的与会者，我们最好坚

持要一个大会议室。还有什么别的我可以帮助你的吗？

B：让我想想.....我已经在甜点供应上求助过了。人力资源部的 Louise 会负责。

我们会提供咖啡、茶和点心。

A：没有什么比小贿赂更能起作用的了.....

B：哦，对了。有一件事情你可以帮助我.....你是否介意帮我把一些财务先例汇总一下？

A：当然。你能否更详细地告诉我你到底需要哪些？

实景对话2

A：Steve, can I talk to you for a minute?

B：Yeah, what's up?

A：We need you to put together an employee training for all the new employees.

B：Are you serious? Didn't we just have a training meeting not that long ago?

A：We do an employee training workshop every quarter. Everyone takes turns making presentations. We all learn from each other that way. It's how we are working on professional development for our staff and how we can take advantage of the resources we have with our employees.

B：Okay.....I guess I could put something together. What exactly do you want me to talk about?

A：Talk to Human Resources for a list of all the upcoming

workshops. You can choose from the list. Or if there's something else you'd rather talk about, you can just clear it with them first.

B : Where will this be held?In our office?Will there be an overhead projector?

A : Yep, it will be here. And you can get any of the equipment or visuals that you need. Just talk to HR.If you need help putting anything together, just ask me.I'll be happy to help you out.

A : Steve , 我能和你聊聊吗？

B : 可以，怎么了？

A : 我们需要你给所有的新员工组织一个员工培训。

B : 你当真吗？我们前不久不是刚进行过一次培训会吗？

A : 我们每季度进行一次员工培训。每个人轮流做讲演。我们通过这个方式彼此学习，我们就是这样推动员工的专业发展，也利用我们员工的资源优势。

B : 那好.....我想我可以组织些东西。你究竟希望我讲些什么？

A : 跟人力资源部要一份所有要组织的培训题目清单，你可以从单子中选一个。

或者你有什么特别愿意讲的，你只要和他们说清楚就行。

B : 在哪里讲啊？在我们办公室吗？那里有悬挂式投影仪吗？

A : 是的，有。你可以得到你想要的任何设备和可视教具，只管和人力资源部讲。如果你还需要帮忙组织什么事情，尽管问我，我很乐意帮助你。

十项全能之十 公共关系 Public Relations

改变企业形象 Transforming Corporate Image

企业形象是员工以外的社会公众对企业的认识，是企业的外部形象。企业形象通常是由视觉品牌（visual brand）、交流沟通和企业行为构成。改变已建立的企业形象需要投入大量的努力和时间，但非常值得（It's well worth it）。

坦诚

如果公司犯了什么错，就应当坦然承认。对于公众背离企业的原因不要视而不见。人们总是欣赏诚实和谦逊（honesty and humility），唾弃虚伪和怯懦（hypocrisy and cowardice）。指定专人负责维护企业形象，留意（keep an eye on）有关企业形象的所有相关细节。

⊙It was an error in judgment.在这一点上我们有失公允。

⊙We have to admit we've been a little outdated.我们不得不承认我们有一些落伍。

⊙To be honest, we messed up.We have regrets.

坦率地说，我们的管理有些混乱，我们对此深表悔意。

⊙If we could go back, we'd do some things differently.如果能够重新来过，我们愿意做很多的改变。

⊙You're in charge of managing corporate identity.你来负责管理公司的形象。

使命宣言 (mission statement)

企业使命的陈述不仅仅是几句口号，而是对企业形象和企业组织哲学 (organizational philosophy) 的总体概括。总之，企业使命要说明企业是干什么的和将要干什么。使命宣言应当简明 (concise)、清晰 (clear)、上口 (catchy)、新颖 (fresh)，长度控制在几句话之内。

⊙The impression we give people is.....我们给人们的印象是.....

⊙People tend to see us as.....

人们常常视我们为.....

⊙The image we want to portray is.....我们要塑造的形象是.....

⊙We'd like to emphasize.....我们要重点强调.....

⊙We're all about.....

我们主要致力于.....

⊙Our mission is to.....我们的任务是.....

⊙We seek to provide quality service while maintaining high value product options. We focus on providing a positive experience for our customers and clients.

我们致力于提供高品质服务和高附加值产品。我们专注于向客户和消费者提供积极乐观的体验。

视觉更新 (visual update)

更新不是要改变公司的名字、标志 (logo) 或口号 (slogan)，而是使它更加新颖 (freshen it up)。比方说调整标志的配色方案、

简化线条、更新公司的网页、更换名片设计等。总之，是在原有基础上调整而不是改头换面。

◎Our visual branding needs some work.

在可视性品牌方面我们需要做一些工作。

◎Let's update some of our old VI materials. 让我们更新一些我们旧的视觉识别材料。

◎I like the changes we've made to our visual branding. 我很喜欢我们在视觉品牌上的更改。

◎Our new logo is a fresher, more energetic representation of our company. 我们新的标志更加新颖，更能代表公司的活力。

◎After our VI makeover, we've seen an increase in sales of about 20% ! 在视觉识别更新后，我们已经看到营业额增长了20%。

向公众事业伸出援助之手 (**reach out to the community**)

投身公益事业是更新企业形象的最好方式之一，包括为公众提供免费产品和免费服务、帮助弱势群体、设立助学金、参加环保事业等。

A : What contributions does Willymart make to the community?

B : We sponsor a scholarship for local disadvantaged children, we've donated money to fund research in curing childhood leukemia, and we regularly sponsor work training programs to help the homeless.

A : Willymart都对社区做了哪些贡献？

B : 我们向当地的弱势儿童赞助奖学金、捐钱给儿童白血病研

究，而且我们经常给无家可归的人提供工作培训。

交流 (**communication**)

开创公司博客 (company blog) 并且时常更新内容 (update) ，通过新闻媒体报道公司的动态。

☉We need to send out another press release about our community outreach.

Molly, can you get that done today?

我们需要发送另外一份有关公司援助社区的新闻稿。Molly，你能今天做好吗？

☉Take a look at our community newsletter.

看一下我们社区的通讯。

☉Can you write an update on the blog about the changes to our mission statement?

你能否更新博客发表有关我们调整使命的声明？

改变

视觉品牌的完善只是外在的改变，实质性的改变需要通过有意义的 (significant) 内部改革来证明 (prove it) 。比如迅速并毫无顾忌地 (swiftly and without mercy) 摒弃与现行使命不相符的行为，并通过媒体向公众宣告。

☉In accordance with public response, we have changed company policy on.....鉴于公众的反应，我们在.....调整公司的政策。

☉We will no longer.....

我们再也不.....

◎Changes are in order.变革势在必行。

总结

要从里到外改变公众对公司的印象，就是把公司新的一面利用一切机会来展现给公众。在“新”上做文章，可以是更新颖的标志，更有创意的视觉识别材料，更能触动人的使命宣言，更吸引人的博客，等等。另外加强对公益事业投入，这绝不是浪费时间和财力，群众一定会感觉到你们的恩惠和善意的，也就是投我以桃，报之以李。

Words 单词表

community 社团，社区

controversy 争议

fund 资助，筹款

corporate 公司

disadvantaged 贫穷的，弱势的

donate 捐赠

feedback 反馈

involvement 参与，介入

logo 标志

newsletter 通讯

community outreach 社区服务

outdated 过时的，不流行的

partner伙伴，合伙人

regional地区的，局部的

sponsor赞助

update更新，修正

VI (visual identity) 视觉识别

visual视觉的，形象的

Phrases 短语表

be upfront about some mistakes坦白承认错误

give an impression给人留下印象

good neighbor好邻居

in charge of主管，负责

local level地方层面

makeover新造型，改头换面

mission statement企业宣言，使命宣言

phenomenal success惊人的成功/成就

press release新闻稿，新闻公告

public response公众反应，公众反响

the public公众

portray an image塑造形象

public approval公众的认同

tend to趋向，渐渐

be in order势在必行

实景对话1

A : Our sales are down. Public approval rating of our corporate image is down.

According to marketing research the impression we give people is of a cold, distant corporation. People tend to see us as too big, too removed, and not caring.I think changes are in order.

B : Obviously, the image we want to portray is that of a good neighbor , a community partner. We want people to see us as a friend to thecommunity and a friend to families.In that regard, our visual branding needs some work.We have to admit we've been a little outdated.

A : Well, let's update some of our old VI materials. That's not too hard to do.

But I'm afraid that's not going to be enough. I think we need someone to manage our image with the public.I'd like to assign you to the job.Ding Lan, You're in charge of managing corporate identity.

C : Okay, I think I can handle that. If I may, I'd like to suggest that we make some changes to our mission statement and our company policy. We need to admit our mistakes and let the public know we've changed.

A : Okay, we can send out a press release.“In accordance with

public response, we have changed our company policy on community involvement. We will no longer employ regional managers, but will bring our management to the local level.”Oh, Ding Lan, can you also write an update on the blog about these changes?

A：我们的销售额下降了。公众对我们企业的认可度也在降低。根据市场调研，我们给人们的形象是一家冷漠、遥不可及的企业。公众认为我们太大、太疏远而不够有亲和力。我觉得革新势在必行。

B：很显然，我们想塑造的形象是一个亲邻，一个社区搭档。我们希望人们把我们看作是社区里的一个朋友，一个家庭的好友。就此而言，我们在视觉品牌上需要做一些工作。我们得承认我们是有些落伍了。

A：好的，我们更新一下我们原来的视觉识别材料，那不太难做。但是我担心这还不够，我想我们需要有人来经营我们的公众形象。丁兰，我想任命你来做这个工作。你来负责管理我们企业的形象。

C：好的，我想我可以应付。如果可以，我想建议我们在企业使命和我们公司的政策上做些调整。我们得承认我们的错误并让公众知道我们已经改变了。

A：好的，我们可以发一篇新闻稿：“根据市民的反应，我公司现已调整社区服务的相关政策。我们将不再聘用区域经理，而是将我们的管理调整到地方一级。”哦，丁兰，你能不能更新博客来公布这些调整？

实景对话2

A：What's the feedback on the work we've done to improve our image?

B：After our VI makeover, we've seen an increase in sales of

about 20% !

Our new logo is a fresher, more energetic representation of our company.

A : That's phenomenal success.How'd we manage that?

B : One, of course, is updating our VI. We also made an effort to be upfront about some mistakes we'd made.

A : Like what?

B : Here, take a look at the company newsletter.“To be honest, we messed up. We have regrets.Layoffs on the local level while executives got bonuses were an error in judgment.”

A : Goodness, that's coming right out and saying we were wrong !

B : Exactly. I think people responded well to our honesty.We also changed our mission statement. Our mission statement now reads , “We seek to provide quality service while maintaining high value product options.We will ensure that company employees on every level are valued.”

A : That last part is new. Sounds like a response to the controversy that got all this started in the first place.

B : Yep. And one last thing we've done is to focus more on community programs.

A : What contributions does Willymart make to the community?

B : We sponsor a scholarship for local disadvantaged children, we've donated money to fund research in curing childhood

leukemia, and we regularly sponsor work training programs to help the homeless.

A：我们改善形象的工作有什么反馈？

B：在我们更新了视觉识别后，销售额增加了20%。我们的新标志不仅新颖，而且更能体现公司的活力。

A：真是个巨大的成就。我们是如何取得的？

B：首先，我们更新了视觉标志。此外，我们还坦白承认所犯的错误。

A：比方说？

B：看公司通讯：“坦率地说，我们管理有些混乱。我们深表悔意。我们在解雇基层员工的同时给高级雇员发奖金，这有失公允。”

A：天啊，就那么直白地认错！

B：当然。公众对我们的坦诚反应良好。我们也改变了公司的使命宣言，现在是这样的：“我们致力于提供高品质服务和高附加值产品。我们确保每个级别的员工得到重视。”

A：最后这一部分是新的。听上去是对最初引发的争议的回应。

B：没错。我们最后做的事情就是关注社区项目。

A：Willymart都对社区做了哪些贡献？

B：我们向当地的弱势儿童赞助奖学金、捐钱给儿童白血病研究，而且我们经常给无家可归的人提供工作培训。

举行新闻发布会 **Holding a Press Conference**

如果公司有热门消息（hot piece of news）要传播给公众，新闻

发布会无疑是首选方式之一。通过新闻发布会，你要传达的信息将在最短时间里（in one shot）到达媒体，公之于众。

要有新闻价值（**newsworthy**）

缺乏新闻价值（no news value）的招待会无法吸引主流媒体参与（lackluster attendance）。如果你担心出席率（turnout），可以考虑请一些重量级人物或贵宾（VIPs）来捧场，因为新闻媒体总是愿意追逐著名人物。

◎This is major news.

这是个大新闻。

◎Who will be in attendance?

谁会出席？

◎We plan to announce our merger.

我们计划公布我们的合并。

◎Important information will be revealed at the press conference.在这次新闻发布会上要公布重要的信息。

◎You're in for a surprise.你会非常吃惊。

◎We have the latest word on.....

我们得到有关.....的最新消息。

◎We have a very important announcement.我们有一个非常重要的公告。

◎Is there any way we can get Yao Ming to attend?有没有什么办法邀请到姚明出席？

⊙The details will all be announced at the press conference tomorrow morning.

具体细节将在明早的新闻发布会上宣布。

考虑到媒体资源

要确认你需要什么级别的新闻媒体，当地的新闻报纸？网站？还是电视台和电台？另外，行业内的刊物也不能忽视。

⊙I want the newspapers, radio, and television all to be there.我希望报纸、电台和电视台都参加。

⊙Can you get this press release out to every one on the list?你能把这个新闻稿分发到名单上的每个人手中吗？

⊙We want all the official media to be there.

我们希望所有的官方媒体都到场。

⊙We need to get this announcement out to as many news publications as possible.

我们希望让尽可能多的新闻机构报道此事。

通知发布会时间

确认媒体对象（media target）后，就要邀请各方媒体。邀请函应当包含准确的日期、时间、地点。信息的任何变动都将造成混淆（cause confusion）和不必要的麻烦，因为记者大多非常忙碌，没有时间查看更新后的信息（check for updates）。

⊙The press conference is next week.新闻发布会定在下周。

⊙We are pleased to announce a press conference to be held on Monday , June 5th at 10am.

我们很高兴地通知新闻发布会定在6月5日周一上午10点举行。

◎The press conference will take place at the Grand Center Hotel on May 7th at 2pm.

新闻发布会将在5月7日下午2点在中央大酒店举行。

安排若干发言人

在新闻发布会上安排几个人讲话 (multiple speakers) 会很有帮助, 因为记者们总是希望在撰稿中多提几位有分量的人。三个人通常非常理想 (ideal), 但可以根据实际情况调整。

A: Who have we got to make the announcement?

B: The CEO, the VP of operations, and the director of finance are all set to speak.

A: 我们让谁来发布消息?

B: 行政总裁、运营副总裁和财务主管都准备讲话。

准备好应对突发情况 (be ready for the unexpected)

即便是再周密的准备, 也总会多多少少有些意外情况。如果你要在新闻发布会上讲话 (on the mic), 那就应当沉着冷静 (keep your composure)。如果你负责整体组织, 那就应当对每个细节反复检查, 要未雨绸缪, 随时准备应对突发情况。

◎We're set up to hold the press conference on the front lawn, but if the weather takes a turn for the worse, we have an alternate location in the atrium.

我们将在前面的草坪上举行记者招待会。如果天气变坏, 备选地点是中庭。

◎Everything is taken care of, even down to the nitty gritty details. We should have this press conference go off without a hitch.

一切都要准备齐全，具体细节也应考虑周到。我们一定要让新闻发布会顺利召开。

总结

成功的新闻发布会涉及若干要素。题目要能吸引到足够多的新闻记者，要有重要人物到场；通知准确到位，细节考虑周到，对突发情况要有预见性。

Words 单词表

affect影响

alternate备选，备用

announce通知，通告，宣布

anxious焦虑，担心

appreciate赏识，感激

atrium中庭，天井

CEO总裁，董事长

director of finance财务主管

merger合并，兼并，并购

publication公布，出版

representative代表，代理人

reveal揭示，展现

turnout出席人数，出场人数

venue地点，会场

VP of operations运营副总裁

weather天气，气候

Phrases 短语表

as many as possible尽可能多的

end up最终

get sb to attend让某人来参与/到场

go off without a hitch一帆风顺

just in case以防万一

look into sth调查/研究某事

lose job失业

make an announcement做公告，宣布

nitty gritty事实真相，具体细节

members of the press新闻界人士

on everyone's mind每个人心里，普遍关心

open up for questions开始提问

set to do (sth) 开始干(某事)

take a turn for the worse急转直下，恶化

worry about sth担心/担忧某事

You bet it is.肯定是，一定是。

实景对话1

A : The press conference is next week. We plan to announce our merger with Capital Construction. We need to get this announcement out to as many news publications as possible.

B : Who have we got to make the announcement?

A : The CEO, the VP of operations, and the director of finance are all set to speak. Important information about the way the merger will work will be revealed at the press conference.

B : Will we end up losing a lot of jobs because of the merger?

A : That is a question on everyone's mind. The details will all be announced at the press conference.

B : This is major news.

A : You bet it is. I want all the newspapers, radio, and television all to be there. Can you get this press release out to every one on the list?

B : Are you worried about media turnout?

A : Not really. This is a big announcement that will affect a lot of people. But just in case, is there any way we can get Yao Ming to attend?

B : We can look into it. What about the venue?

A : We're set up to hold the press conference on the front lawn,

but if the weather takes a turn for the worse, we have an alternate location in the atrium. Everything is taken care of, even down to the nitty gritty details. We should have this press conference go off without a hitch.

A: 新闻发布会定于下周举行。我们计划公布和首都建筑的合并事宜。我们希望让尽可能多的新闻机构报道此事。

B: 我们请谁在会上发言呢?

A: 行政总裁、运营副总裁和财务主管都准备讲话。有关合并方式的重要问题将在新闻发布会上揭晓。

B: 合并会造成很多人失业吗?

A: 这是一个人人都关注的问题。具体细节将在发布会上全部说明。

B: 这可是个大新闻。

A: 肯定是的。我希望报纸、电台和电视台都参加。你能把这个新闻稿分发到名单上的每个人手中吗?

B: 你担心媒体的出席人数吗?

A: 也不完全是。因为这是一个影响到很多人的通告, 为了以防万一, 我们有办法请姚明来参加吗?

B: 我们可以想想办法。关于地点呢?

A: 我们将在前面的草坪举行记者招待会。如果天气变坏, 备选地点是中庭。一切都要准备齐全, 具体细节也应考虑周到。一定要让新闻发布会顺利召开。

实景对话2

A : We are pleased to welcome everyone to our press conference. We have some exciting news to share about the merger of our two companies, Capital Construction and Crown Building Company. We know you're all anxious to hear more of the details, so it is my pleasure to introduce Mr.Steven Guo, CEO of Capital Construction.Mr.Guo.

B : Thank you Mary. Good morning to everyone.I see many representatives of the press this morning, and I appreciate your attendance. First, I will ask our financial director to read a prepared statement from Capital Construction, then it will be our pleasure to hear from Kirk Gao, Vice president of operations for Crown Building company.After that, we will open it up for questions.

C : Capital Construction and Crown Building Company are pleased to announce a merger of their two companies, to be effective January 1st , 2011.....

A : 欢迎各位来参加我们的新闻发布会。我们在此公布有关首都建筑和皇冠建筑两家公司合并的消息。我知道各位迫不及待地想知道具体细节，现在，我很荣幸地介绍首都建筑的总裁Steven郭，郭先生请。

B : 谢谢你Mary。各位早上好。我很高兴今天早上能够见到这么多媒体代表。

感谢各位的出席。首先，我会让我们首都建筑的财务主管宣读一份声明，随后我们将有幸听到皇冠建筑的运营副总裁Kirk高的讲话。高先生讲话结束后，将进入现场提问环节。

C : 很荣幸宣布首都建筑和皇冠建筑两家公司合并，从2011年1月1日起正式生效.....

规划公共关系策略 **Planning a Public Relations Strategy**

公共关系策略的制定必须基于企业自身特质（specific nature）。积极有效的宣传工作（build good publicity），建立良好的公众关系，不仅有利于培养消费者的忠诚度、推动企业的知名度，更有利于在面对危机（face any crises）或出现问题时维持良好的公众形象，为解决问题创造相对轻松的环境。

挑选合适的发言人

确定一个新闻发言人（spokesperson）。这个人将代表公司和媒体进行联络。通常情况下，公司对外传达的信息在经过领导层的确认后，由此人向外界表述。

◎Jenny, it's up to you to get the word out. Jenny，你来公布信息。

◎For more information, please see Patty. 欲知更多信息，请和Patty联系。

◎Let me refer you to our media contact person, Julie. 让我给你介绍我们的媒体负责人，Julie。

◎How would you like to be our official spokesperson? 你觉得成为我们的公共发言人怎么样？

◎Just to make sure everyone's clear, from now on Jane will be handling all contact with the press.

我想让每个人都清楚，从今往后和媒体联络的事情由Jane全权负责。

◎Please do not make any comment to members of the press. We have an official channel for these things.

请不要对媒体发表任何评论，在这些事情上我们有正式的渠道来处理。

⊙Any formal message from our company has to be approved by management before going out.

任何有关公司的正式消息在传播出去之前都必须经过管理层的批准。

了解媒体资源

制定一个媒体联络清单（contact list），无论是报纸、电视台、广播电台还是博客撰写者（bloggers），都应囊括其中，与他们保持经常往来关系。

⊙Who's on our friendly list?We need some positive press on this one.友好关系清单上都有谁啊？这次需要一个积极正面的报道。

⊙Can you get this press release out to everyone on the list?你能否将这次发布会通知到名单上的每个人？

⊙Focus this release on the official news media.发布会的重点是官方媒体。

信息内容

传达给公众（convey to the public）的信息包含一个主题思想（central theme），要迎合受众团体的需求。

⊙The official message is.....官方的信息是.....

⊙We'd like to emphasize.....我们要重点强调.....

⊙The message we want to convey is.....我们要传递的信息是.....

◎The theme of what we're going for is.....我们追求的主题思想是.....

◎Our message is that we are here for our customers.We are a part of the neighborhood. They can count on us for the best quality.

我们要传达的信息就是我们随时准备着为客户服务，我们是近邻，在质量上他们可以信赖我们。

◎We've got to stay loyal to our main message, which is that we are a caring and contributing business.

我们不能违背体贴入微、积极贡献的企业主旨。

◎Our message is simple.Our products are the best value around.我们的信息很简单。我们的产品质量上乘。

A : Returns on the marketing research confirm that our target audience is going to be lower income families.

B : Then our message had better reflect their values !

A : 市场调研反馈信息表明我们的目标受众将是较低收入的家庭。

B : 那我们要传达的信息最好反映他们的价值观！

引起关注

通过新闻稿（press releases）、报道以及相关机会来推广企业的正面形象，提高企业的公信力，在大众心目中留下积极印象。

◎I'd like to see another press release go out this week about our community scholarship program.

我想就我们的团体奖学金项目在本周内出一篇新闻稿。

◎What more have we got going on to promote our image in the community?在推动我们的公众形象方面我们还需要做哪些？

◎I have you scheduled for an interview with Night Prime News.You're going to talk about our matching contribution to charity fund.

我已经安排了Night Prime新闻对你的采访。你将谈及我们对慈善基金的相应贡献。

总结

策划公共关系就是想方设法为企业赢得一个好人缘、好名声，通过各种媒介着力打造企业的最佳形象，赢得大众的青睐。一个好的发言人能够代表企业，通过和各种媒介的有效衔接，扩大企业的影响力。

Words 单词表

channel频道，渠道

confirm确认，证明

contact联系，联络，接触

formal正式的

handle处理，控制

loyal忠诚的，忠实的

management管理，经营

media传播媒介，方式

message信息

neighborhood邻里，街区

official正式的，官方的

press release新闻公告/发布

press报刊，报道，出版

reflect反射，反映

reporter记者，通讯员

spokesperson发言人

Phrases 短语表

be approved by被批准/通过

be clear (about sth) (关于某事物) 清楚，清晰

contact with.....和.....联系

count on sb依赖/依靠某人

focus on着重，集中在

friendly list友好关系清单

from now on从现在起

get on top of sth负责某事

get the word out发布信息

have contacts接洽

low income低收入

make comments发表评论

positive press正面新闻

press release新闻稿

share with分享

target audience目标群体

实景对话1

A : I'd like to see another press release go out this week about our community scholarship program. John, can you get on top of that?

B : I think Meric had contacted some of the media about that already. I heard him talking on the phone to a reporter this morning.

A : Oh dear ! That's a problem. Meric, can I talk to you for a minute?

C : Yes, M'am.What's the matter?

A : Just to make sure everyone's clear, from now on John will be handling all contact with the press. Please do not make any comment to members of the press.We have an official channel for these things.Any formal message from our company has to be approved by management before going out.

C : Sorry about that, M'am, it just so happens that my brother is a reporter and.....

A : Well, don't let it happen again. And if you have contacts with the media , be sure to share them with John. He is our official

spokesperson. John, who's on our friendly list? We need some positive press on this one. Our message is that we are here for our customers. We are a part of the neighborhood. They can count on us. We've got to stay loyal to our main message, which is that we are a caring and contributing business.

B: Very good, M'am. I have you scheduled for an interview with Night Prime News. You're going to talk about our matching contribution to charity fund.

A: 我想就我们的团体奖学金项目在本周内出一篇新闻稿。John, 你能负责此事吗?

B: 我想Meric已经就此事和媒体联系过了。今天早上我听到他在和一个记者通话。

A: 哦, 天哪! 有麻烦了。Meric, 我能和你谈谈吗?

C: 好的, 女士。怎么了?

A: 我想让每个人都清楚, 从今往后和媒体联络的事情由John全权负责。请不要对媒体发表任何评论, 在这些事情上我们有正式的渠道。任何有关我们公司的正式消息在传播出去之前都必须经过管理层的批准。

C: 不好意思, 女士。正好碰巧我哥哥是位记者而且.....

A: 下不为例。如果你和媒体有什么联系, 一定要和John分享。他是我们的正式发言人。John, 友好关系清单上都有谁啊? 我们这次需要一个积极正面的报道。我们要传达的信息就是我们随时准备着为客户服务。我们是近邻, 他们可以信赖我们。我们不能违背体贴入微、积极贡献的企业主旨。

B: 好极了, 女士, 我已经安排了Night Prime新闻对你的采访。你将谈及我们对慈善基金的相应贡献。

实景对话2

A : Who are we focusing on?

B : Returns on the marketing research confirm that our target audience is going to be lower income families.

A : Then our message had better reflect their values ! The official message is a message of economy. We can appeal to our target audience with our message. The theme of what we're going for is that we have the best quality at the lowest prices. Got it?

B : I think so. Our message is simple. Our products are the best value around.

We'd like to emphasize economy in our message.

A : Good. John, it's up to you to get the word out. Can you get this press release out to everyone on the list? Focus it on the official news media.

B : Okay, no problem.

A : What more have we got going on to promote our image in the community?

B : We're starting on a community scholarship program and offering discounts.

A : 我们的目标受众是谁 ?

B : 市场调研反馈信息表明我们的目标受众将是较低收入的家庭。

A : 那我们要传达的信息最好反映他们的价值观 ! 我们的信息要体现经济节俭 , 以此吸引我们的目标群体。我们要体现的主题思想是

我们的质量最好、价格最低。明白了吗？

B：我想是的。我们的信息很简单。我们的产品质量上乘，我们还要强调经济实惠。

A：好的，John，由你来公布信息。你能否将这次发布会通知到名单上的每个人？发布会的重点是官方媒体。

B：好的，没问题。

A：在推动我们的公众形象方面我们还需要做哪些？

B：我们已经在开展一个公共奖学金项目，同时对购买产品的客户给予一定的折扣。

应对负面报道 Dealing with Bad Publicity

媒体的负面关注（negative media attention）有时会对一个企业的形象和公众关系造成致命的（fatal）影响。企业这时需要良好的心理素质和审时度势的能力，想方设法在强大的舆论压力下突出重围，挽救企业形象。

稳定员工情绪

事故发生后，作为管理者要尽力安抚员工的情绪，引导大家把注意力集中到寻求解决方法上，还要向员工说明对外统一口径的重要性。

☉We've got bad news.....

我们有些坏消息.....

☉Everybody stay calm.

各位都要冷静。

◎Talk to the PR department before you do anything.在做任何事情前先要和公共关系部报告。

◎Don't take any calls or make any statements until you get approval.你在得到批示前不可以接听电话或发表任何评论。

◎We can put a positive spin on this.

我们可以提出一个积极的回应。

◎Don't worry.We can make it through this.别担心，我们一定能够搞定。

◎Don't let the media get you down.不要因为媒体的事忧郁沮丧。

◎Stick to your guns on this one！坚持你自己的意见。

发言人（**spokesperson**）

新闻发言人要具备沉着冷静的心理素质，要有勇气向媒体通报坏的结果，这样可以掌握主动，避免被媒体深挖披露后的尴尬。

◎How did Milonan deal with their scandal last year?

Milonan去年是如何应对他们的丑闻的？

◎This has the potential to come back and haunt us.这个很有可能重新出现来困扰我们。

◎We need to keep an eye on this situation.我们得关注这个事态。

◎If this escalates, we need to.....

如果事情持续恶化，我们就得.....

◎We need to keep the lid on it.我们需要对此保密。

准备一份新闻公告

当紧急事件发生时，如果企业没有及时出面澄清，公众的猜测总是朝更糟糕的方向延伸。写一个令人信服、立场鲜明的公告给媒体，无须介绍过多信息，更不要说有可能事后会反悔或收回（take back later）的话，尽可能保持镇静（stay calm），向公众通报积极方向的变化（positive changes）。

◎We have a prepared statement to read.我们有一份准备好的声明要公布。

◎We regret to inform you.....我很遗憾地告诉各位.....

◎We confirm rumors of.....and assure the public we now have everything under control.

我们证实有关.....的传言并向公众保证一切都已经在掌控之中。

◎We acknowledge that.....

我们确认.....

◎An unfortunate incident has occurred.一个不幸的意外发生了。

◎We are currently investigating the situation.我们正在对事态进行进一步的了解。

使用网络媒体并保证通信畅通

鉴于网络强大的舆论导向作用，事故发生后，公司应当通过网页和博客（blog）做出正面的解释，信息渠道通畅会避免很多的猜想和误传。

◎We need to get a blurb up on the website ASAP.

我们需要在网页上尽快发表声明。

◎Put the official statement up on the web as soon as it gets signed.公告一旦被签署就立即张贴到网页上去。

寻求帮助

雇用专业的公关公司 (public relations firm) 或专业人士来应对较大的危机, 包括产品召回 (product recall)、员工伤亡、法律诉讼 (a legal suit) 等情况。

A : What are we going to do?We're ruined !

B : We're definitely in over our heads with this one. I suggest we hire a professional on this one.

A : 我们该怎么办? 我们完蛋了!

B : 这次我们的处境极其困难。我建议雇一位专业人士来处理这个情况。

总结

事故发生后, 面对强大的舆论压力, 作为企业发言人就得处变不惊, 以婉转适宜的公告来维护企业形象。作为企业, 就要保证通信的畅通, 稳定员工情绪, 避免外界的猜测和误传。总之, 只要上下齐心, 方法得当, 就一定能够大事化小。

Words 单词表

acknowledge承认

approval赞成, 同意

coffers (政府机构) 金库, 资金

corruption腐败

custody拘留

embezzle盗用，挪用，侵吞

escalate逐步扩大，不断加剧，恶化

fatality死亡，恶性事故

fiasco可耻的失败，尴尬的局面，惨败

media媒体，媒介

haunt缠绕，威胁

PR (public relation) 公共关系

press新闻界，新闻记者

refrain抑制，制止

scandal丑闻

statement公告

undoing毁灭，垮台

violate违背，违反，侵犯

Phrases 短语表

be in over one's head处境困难

be upfront about如实公布

clear up澄清，明确

control the spin控制言论

dig into (sb's past) 探究 (某人的过去)

have everything under control一切在掌控中

get a blurb up发布消息

keep a lid on sth保守秘密

keep an eye on留心，关注

put a positive spin on给出积极的答复

safety record安全记录，安全情况

safety inspection安全检查

safety standards安全标准

sign (a document) 签署 (文件)

stay calm保持冷静/镇静

stick to one's guns坚持到底

The lid blows off真相披露

实景对话1

A : We've got bad news.....Everybody stay calm. There's been an accident in one of our factories that has resulted in 6 fatalities. We have a prepared statement to read.Management requests that all employees refrain from making any comments to the press.Don't take any calls or make any statements unless you have approval.Talk to the PR department before you do anything.

B : I knew that our safety record had the potential to come back and haunt us.

If the media gets digging into our past history with safety inspections, this is sure to be a public relations fiasco.

A : Don't worry. We can make it through this. We're already on top of it. If this escalates, we need to work overtime to clear up our safety record.

B : How did Milonan deal with their scandal last year?

A : They kept the lid on a lot of the background to the scandal, and it proved to be their undoing. That's why we're going to be upfront about our safety record. If we release the information, we can control the spin.

B : You don't think we can put a positive spin on this, do you?

A : It will be difficult, but we have to stick to our guns on this one.

C : Here's the statement, M'am.

A : "An unfortunate incident has occurred. We regret to inform you of the death of 6 employees. We acknowledge that some safety standards may have been violated by the workers, and we are currently investigating the situation."

A : 我们有些坏消息.....各位请保持镇静。我们有一个工厂发生了事故，造成6人死亡。我们准备好一份要公布的声明。管理层要求我们所有的员工避免向媒体发表任何评论。在你得到批示前不可以接听任何电话或做任何评论。你在做任何事情前都应当先和公共关系部联系。

B：我早知道我们的安全有隐患并且会威胁到我们。如果媒体挖掘出我们在安全检查方面的遗留问题，那无疑是公共关系的惨败。

A：别着急，我们能够搞定的。我们已经在掌控一切了。如果局势持续恶化，我们就需要加班加点来搞清楚我们的安全记录。

B：Milonan是怎么应对他们去年的丑闻的？

A：他们掩盖了很多丑闻的背景信息，后来证明这是导致他们失败的原因。所以我们要坦诚公布我们的安全状况记录。如果我们公布了信息，我们就能够掌控言论。

B：你认为我们没必要给出较为积极的答复，是吗？

A：那有点难，但是无论面对多大的压力我们都要坚持到底。

C：女士，给你公告。

A：“一个不幸的事故刚刚发生，我们非常遗憾地通告该事故造成了6名员工死亡，我们承认是由于工人违反安全标准要求而酿成惨剧，现在我们正对情况展开深入调查。”

实景对话2

A：Here's the message that's about to go out to the press.“We confirm rumours of wrong doings by our CEO and Board of Directors. The individuals involved have been taken into custody.We assure the public we now have everything under control.”We need to get a blurb up on the website ASAP.Put the official statement up on the web as soon as it gets signed.

B：Don't let the media get you down. We can make it through this.

A：The CEO embezzling millions of dollars from company coffers?I never imagined it would go as deep as it has.

B : That's not the end of it, either. It seems there may also be some corruption going on in production as well. We need to keep an eye on that situation and be prepared if the lid blows off.

A : The CEO, the board of directors, and now the production department?

What are we going to do?We're ruined !

B : We're definitely in over our heads with this one. I suggest we hire a professional on this one.

A : 这是要发给新闻界的信息。“我们证实有关行政总裁和董事会存在违法行为的传言，相关涉案人员已被警方拘捕。我们向公众确认形势已经在我们的掌控之中。”我们需要在网页上尽快发表声明。公告一旦被签署就立刻张贴在网页上。

B : 不要因为媒体的事忧郁悲伤。我们一定能闯过这一关。

A : 行政总裁从公司资金中贪污了数百万美元？我无法想象怎么会那么严重。

B : 这还不是全部。看上去好像在生产环节也存在腐败。我们得关注事态，做好真相被揭露的准备。

A : 行政总裁、董事会还有现在的生产部？我们该怎么办啊？我们完蛋了！

B : 这次我们的处境极其困难。我建议聘请一位专业人士来处理这个情况。

商务英语 口语王

[美] 卡罗尔·鲁基特 著
(Carol Rueckert)

王淼 译

商务英语白骨精
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目录

版权信息

前言

Part 1 职场通行200短句

社交用语 Social Expressions

问候 Greetings

做介绍 Introduction

道别 Saying Goodbye

找路 Finding the Way

询问联系方式 Contact Details

说明时间和日期 Time and Date

告知消息 Information

打电话 Telephone

邀请 Invitation

约会 Appointment

谈论天气 Weather

就餐 Restaurant

喝咖啡 Coffee

购物 Shopping

在银行 Bank

在邮局 Post Office

在医院 Hospital

节日祝福 Holiday Greetings

祝愿 Good Wishes

感谢 Gratitude

称赞 Compliment

道歉 Apology

帮助 Help

建议 Suggestion

提醒 Reminding

安慰 Reassurance

劝说 Persuasion

情感和态度表达 Expression Feelings and Attitudes

高兴 Delight

意愿 Intention

兴趣 Interest

偏爱 Preference

鼓励 Encouragement

关心 Sympathy

担心 Worry

惊讶 Surprise

预测 Anticipation

后悔 Regret

抱怨 Complaint

赞同 Approval

许可 Permission

肯定 Certainty

能力 Ability

劝说 Persuasion

可能性 Possibility

重要性 Importance

Part 2 商务情景700金句

高效团队 Teamwork

商务会议 Meetings

指派工作 Task Assignments

执行紧急任务 Rush Jobs

安排项目计划 Scheduling a Project

改进工作方式 Improving the Way We Work

面对失误 We've Got a Small Problem

同事沟通 Office Talk

寻求帮助 Asking for Assistance

缓解压力 Dealing with Stress

肯定工作成绩 Acknowledging a Job Well Done

提供帮助 Offering Assistance

商务交流 Business Communications

商务约会 Making Appointments

会见客户 Meeting a Client

介绍公司 Company Introduction

介绍产品 Overview of a Product

介绍服务 Overview of a Service

接待贵宾 Guest Reception

在机场 At the Airport

车内闲谈 Small Talk in the Car

首次会谈 First Meetings

参观工厂 Tour of a Factory

商务晚宴 Business Dinners

观光旅游 Sightseeing

出境 Departures

市场和销售 Marketing and Sales

营销策略 Marketing Strategy

完成销售指标 Meeting Sales Targets

广告 Advertising

汇率 Exchange Rates

市场调查 Market Research

售后服务 After a Sale

买和卖 Doing Business

查询信息 Making an Inquiry

下订单 Placing an Order

讨价还价 Getting a Bargain

打折优惠 Offering Discounts

发货 Making a Delivery

催款 Requesting a Payment

质量管理 Quality Control

投诉 Making a Complaint

库存管理 Stock Control

参加国际展会 Attending International exhibitions

筹备展会 Preparations for an Exhibition

介绍新产品 Overview of a New Product

产品演示 Giving a Product Demonstration

成为代理商 Trying to Be an Agent

做报告 Making Presentations

市场分析报告 Market Analysis

市场调查报告 Market Research

营销计划 The Marketing Plan

竞争对手分析报告 Competitor Analysis

区域市场分析报告 Overview of the Regional Markets

本地市场营销计划 Local Marketing Plans

资金 Capital

年度预算 The Annual Budget

融资 Finances

借款 Borrowing Money

现金流 Cash Flow

成本控制 Cost Control

公共关系 Public Relations

记者招待会 Press Conferences

接受采访 An Interview

事故之后 After an Accident

筹备会议 Preparing Meetings

会议策划 Conference Planning

安排议程 Scheduling Meetings

日程变动 Changing the Agenda

预订会议室 Booking a Meeting Room

会议服务 Meeting Services

承办宴会 Catering

参加会议 Attending Conferences

开场致辞 The Opening Remarks

介绍议程 An Introduction to an Agenda

介绍报告主题 An Introduction to a Presentation

求职和面试 Job Interview

招聘 Recruitment

面试现场 The Interview

自我介绍 Introducing Yourself

工资谈判 Salary Negotiation

薪酬和福利 Compensation and Benefits

新工作 New Job

前言

当四六级都只能算是“求职敲门砖”的时候，练就一口漂亮的职场英语就变得越发迫切了。

如何定义“漂亮的职场口语”？30年前，当人们只有一本《英语900句》可读的时候，你只要把句型背熟，再套用句型说出个把英语句子，别人就会夸你：“好口语！”

今天，这样的水平已然不能让你stand out（脱颖而出）。你还得用无数的小搭配点缀干巴的句型，用多变的情态动词应对人情语态，用各类专业词汇游走于公司各部门……

总之，你需要一本专业的、丰富的、个性化的新900句，练就一口漂亮的职场英语。

面对眼前这900个句子，你首先要弄清楚它们是怎么来的。

第一部分：职场通行200短句。45个类别200个句子，选择标准是短而精，学起来容易，用起来方便。如果你底子较薄又想迅速提高，或者性喜沉默惜字如金，这200个短句能让你简洁有效地表达自己。

第二部分：商务情景700金句。70个话题700个句子，比较全面地涵盖了各种商务场合。句式多变、词汇量大、表达地道，充分体现各种场景中沟通方式的多样化。

那么，本书有哪些学习功能呢？

备用句：在900个主句之外，有的话题下甚至有4至5个备用句，以适应商务情景中丰富多样的表达需要。

情景对话：每个话题下有一组情景对话，体现句型和词汇在商务实景中的运用。除了主要句型和专业词汇外，对话中大量地道的口语表达法对口语水平的整体提高极有帮助。

情景词汇：每个话题下有情景词汇框，标注了释义。其中的词汇不一定是生词，但一定是重点词，不仅需要记住意思，还要发音准确。

常用搭配：每个话题下有常用搭配框，收集了句型和对话中出现的词组、短语和表达法。搭配可以说是语言的润滑剂。当单词量达到一定程度时，口语的实质性提高在于掌握搭配。

除此之外，本书还有哪些特别之处呢？

作者的背景值得一提。她是美国人，有教育学和营销学背景，供职于伦敦一家国际化的教育出版公司，专职从事网络营销。她写的对话中有很多网络新词和营销理念，也传达了国际化公司的运营特色和人际环境。

书中的900句和情景对话全部配有录音，由美籍播音专家朗读，读者可扫描书中二维码做语音、口语和听力练习。

编者

使用说明——

200短句——立竿见影

◎45个类别涵盖社交用语、情感和态度表达。

◎200个句子便于简洁有效地应对各种交流场合。

高兴 Delight

表达喜悦

That's wonderful news. 这是个好消息。

I'm so happy! 我太高兴了!

That's great! 那太好了!

It's marvelous! 太好了!

FLTRP

Foreign Language Teaching and Research Press

700金句——全面提升

◎70个话题全面涵盖各种商务场合。

◎700个句子表达地道，句式多

变,体现沟通方式的多样化。

◎句子按表达目的分类，方便查找和学习。

插画工作 Task Assignments



插画工作

I would like you to work on an analysis.
I'd like you to be in charge of this one.

岗位职责要求

When do you need it completed by?
Do you have a brief for this analysis?

我希望你能完成一些插画工作。
这次的插画我都交给你来负责。

您什么时候需要结束?
您对这个分析都有些什么呢?



备用句——能力扩展

◎每个话题下均有备用句，适应丰富多样的表达需要。

翻译句
 Would you like screen shots? 您想要屏幕截图吗?
 Make sure you read through the proposal. 你一定要通读这个计划书。
 I will have it done by Monday. 我会在下周一前完成。

情景词汇——夯实基础

◎情景词汇标注了释义,是需要记住并读准的重点词汇。

agenda 日程	attendee 与会者
background 背景	break 短暂休息
conference 会议	candidate 考员
consent 意见	cover 封面
identify 确定	interrupt 打断
introduce 介绍	obvious 显然的
schedule 计划	specific 具体的
summarize 总结	theme 主题

常用應配

be clear about st. 对...有认识	transmission 消息 信息 广告
but least one 但至少 (插入语)	exact data 确切日期
register it is easier checked 数据更容易查	go ahead 继续
have been able 有能力做到的意思	even point 要点
make it 成功	now here 现在
primary source 第一组	reach a decision 做决定
this first point 第一组	was it right 对

常用搭配——锦上添花

◎常用搭配收集了句型和对话中出现的词组、短语和表达法,让口语水平取得实质性提高。

[illegible]

情景对话——实景操练

◎对话前的导读概括了对话要点和学习重点。

◎情景对话体现句型和词汇在商务实景中的运用。

◎重点词汇和句型用黑体标识。

◎大量地道的口语表达法。

○情景导读, 便于复习和演练
重点内容。

Part 1 职场通行200短句

社交用语 Social Expressions

问候 Greetings

打招呼

How are you doing?最近怎么样？

I'm OK.我很好。

What's new?近况如何？

What's up?忙什么呢？

询问近况和回应

How are things going?最近怎么样？

Everything is pretty much the same as usual.老样子。

How is everything?最近好吗？

I'm keeping very busy.我一直都很忙。

做介绍 Introduction

自我介绍

I'm Emily Song and I'm Mr Tan's secretary.我是埃米莉·宋，谭先生的秘书。

Pleased to meet you ! 很高兴认识您 !

Nice to meet you ! 很高兴认识您 !

介绍他人

I'd like to introduce Jane Hunter.我想要介绍一下简·亨特。

Let me introduce Ms Wang, who is our new finance director.我来介绍一下王女士，她是我们的新财务主管。

道别 **Saying Goodbye**

道别

I think it's about time we made a move.我想我们该动身了。

赠言

See you later ! 回见 !

Take care. Bye ! 多保重。再见 !

Keep in touch.保持联络。

Send my regards to your family.代我向您全家问好。

找路 **Finding the Way**

问路

Excuse me. Can you tell me how to get to the Global Trade Center?打扰一下，您能告诉我去世贸中心怎么走吗？

Can you tell me the way to Linden Street?您能告诉我去林登街怎么走吗？

指路

Go straight along this street and turn left at the first turn.顺着这条街往前直走，到第一个路口左转。

Drive straight on until you come to a crossroads.你一直往前开到十字路口。

询问联系方式 **Contact Details**

问地址

Do you know Carl's new address?你知道卡尔的新地址吗？

问e-mail

Would you mind giving me Denise's e-mail address?你可以把丹尼丝的电子邮箱地址给我吗？

问电话

Do you have Erica's phone number?你有埃丽卡的电话号码吗？

说明时间和日期 **Time and Date**

说明时间

What time is it?现在几点了？

Quarter to three now.差15分3点。

说明日期

What day is it?今天星期几？

What's the date?今天几号？

It's April 16th. 4月16号。

告知消息 Information

好消息

I've got some great news to tell you.我有好消息要告诉你。

Guess what ! I finally got my driver's license ! 你猜怎么着，我终于拿到驾照了！

坏消息

I have some unfortunate news.我有个不幸的消息。

I'm afraid I have some bad news.恐怕我有不好的消息。

打电话 Telephone

说明找谁

I'd like to speak to Mr Smith, please.我想找史密斯先生。

接通

I'll put you through.我帮您接通。

人不在

I'm sorry. Mr Clark is not available just now.抱歉，克拉克先生现在不在。

留言

Can I take a message?您可以留言。

回电

I'll get back to you as soon as possible.我会马上给您回电话。

邀请 Invitation

发出邀请

Would you like to come to a party on Saturday?周六你想参加聚会吗？

We are throwing a party on Sunday night. Can you come?我们周日晚上举办晚会，你能来吗？

接受邀请

I'd like to come very much. What time does it start?我很想去，几点开始？

委婉拒绝

Thanks for the invite, but we won't be able to make it.感谢您的邀请，但是我们去不了。

约会 Appointment

提出约会

I'd like to make an appointment with Mr Morris, please.我想约见莫里斯先生。

时间、地点

How about next Friday afternoon, at 4 o'clock?下周五下午4点怎么样？

Shall we say 10 o'clock at my office?可以10点到我办公室吗？

10 : 30 would suit me better, if that's OK with you.如果10点半你没问题我的话，对我来说就更好了。

谈论天气 Weather

询问天气

What's the weather like?天气怎么样？

天气情况

The weather forecast says that it's going to be fine for the next few days.天气预报说未来几天天气会很好。

It was very hot and humid.这里的天气又热又潮。

It has been pouring rain for days and it's freezing ! 接连几天都在下雨，天气很冷！

就餐 Restaurant

点菜

What's your specialty?你们的招牌菜是什么？

I would like the asparagus to start with and then the salmon.我先来些芦笋，然后是鲑鱼。

We won't have anything else, thank you.别的就不要了，谢谢。

结账

Could we have the bill, please?我们结账。

喝咖啡 Coffee

点咖啡

I'd like a white coffee, thanks.我来一杯加牛奶的咖啡，谢谢。

I'll have a chocolate muffin and a large black coffee.我要一块巧克力松饼和一大杯黑咖啡。

续杯

Would you like another one?您想再来一杯吗？

购物 **Shopping**

购买

What would you like today?今天您想买什么？

I'd like four of those cakes, please.我想要四块这样的蛋糕。

付款

How much do I owe you?我要付你多少钱？

That'll be\$28.50.一共是28美元50美分。

在银行 **Bank**

开新账户

I'd like to open a new account.我想开个账户。

Now enter your PIN.现在输入您的密码。

转定期

I'd like to transfer 1000 dollars from my current account to my savings account.我想把1000美元从活期账户上转到定期存款账户

上。

提款机

Is there an ATM near here? 这附近有自动提款机吗？

在邮局 **Post Office**

邮寄物品

I'd like to send it as a registered parcel. 我想寄一个挂号包裹。

How much will it cost to send this by airmail? 空运要多少钱？

It's a little overweight. You have to pay extra. 有点儿超重了，您得付超重费。

汇钱

I'd like to wire some money. 我想电汇一些钱。

在医院 **Hospital**

医生的话

What's the matter with you? 你哪里不舒服？

Are you allergic to penicillin? 你对盘尼西林过敏吗？

I've given you a seven-day course of treatment and these pills will soon cure the infection. 我给你开了一副七天一疗程的药，这些药会很快治好你的病的。

病人的话

I've got a temperature. 我发烧了。

My chest hurts and I've got a sore throat and I have a bad cough.我胸口痛，嗓子也疼，咳嗽也很厉害。

节日祝福 **Holiday Greetings**

新年祝福

All the best for 2010！祝2010年一切顺利！

Happy new year！新年快乐！

I wish you health and happiness in the coming year！祝您新的一年身体健康、生活愉快！

圣诞祝福

Merry Christmas！圣诞快乐！

祝愿 **Good Wishes**

祝快乐

To your health！祝您健康！

Bottoms up！/Cheers！干杯！

祝工作顺利

Good luck！祝您好运！

All the best！祝您一切顺利！

I wish you well with your new job.我祝你在新的工作岗位上一切顺利。

Congratulations on your promotion！祝贺你升职！

If anyone deserves a good job, it's you.如果有谁配得到一份好工作，那就是你。

感谢 **Gratitude**

致谢和回应

Thank you very much indeed. That's really kind of you.真是太感谢了。你想得真周到啊。

It was my pleasure.不用客气。

Thank you for your hospitality.谢谢你的热情款待。

You're welcom.不用客气。

It was very generous of you.你真是太慷慨了。

Don't mention it.这没什么。

称赞 **Compliment**

称赞工作

Well done ! 干得漂亮 !

Good job ! 干得好 !

称赞着装和回应

I do like your new hairstyle.我非常喜欢你的新发型。

Thank you.谢谢。

It's just your color ! 这个颜色太适合你了 !

It's very kind of you to say so.谢谢你能这么说。

It suits you very well.这个非常适合你。

道歉 Apology

抱歉打扰和回应

Sorry to disturb you.很抱歉打扰你。

That's all right.没关系。

郑重道歉

Please accept my apologies.请接受我的道歉。

I apologize for having caused you so much trouble.很抱歉给您带来这么多麻烦。

抱歉迟到和回应

I'm very sorry for having kept you waiting so long.不好意思让你等了这么长时间。

No problem.没关系。

抱歉迟复

Sorry for the long delay in replying to your e-mail.很抱歉耽搁这么长时间才给您回邮件。

帮助 Help

提供帮助和回应

Can I help?我能帮您吗？

Would you like a hand?您需要帮忙吗？

That's very kind of you.您真是太好了。

Is there anything I can do?有什么我能做的吗？

请求帮助和回应

Could you carry this box, please?您能搬走这箱子吗？

I need some help on the competitor analysis.我需要一些帮助来分析竞争对手。

I was wondering if there is any other research I could refer to.我想知道有没有其他我能参考的研究成果。

Can you give me a hand with this new travel brochure, please?您能帮助我做这本新旅游手册吗？

Sure thing. I'd be happy to help.当然，乐意效劳。

建议 Suggestion

寻求建议

How should I solve this problem?我应该怎样解决这个问题呢？

Could you give me some tips?您能给我些建议吗？

What would you do if you were me?如果你是我，你会怎么做？

提供建议

Why not install a security system?为什么不装个安全系统？

I think you should talk to your boss about this matter.我想你应该和你老板谈谈这件事。

I recommend keeping those ideas in a log for later.我提议记录

保留这些想法，以备后需。

提醒 Reminding

提醒时间

Please make sure you arrive on time. 要保证准时到达。

Please remember to finish the proposal by Friday. 请记住周五前要完成提案。

I'd like to remind you that yesterday's meeting was rescheduled for 4 o'clock today. 我想提醒您昨天的会议改到今天4点了。

提醒事情

Don't forget to book the tickets a few days in advance. 别忘了提前几天订票。

You'll remember to keep your promise, right? 您会记得您的承诺，是吧？

安慰 Reassurance

表示理解

I'm truly/deeply/extremely sorry to hear that. 听到这个消息我真的非常难过。

表达希望

I hope you feel better soon. 希望你尽快好起来。

I wish you a speedy/quick recovery. 希望你能快点康复。

If you need anything at all, please just let me know. 如果你需要

任何帮助，尽管告诉我。

劝说 **Persuasion**

劝人放弃

I'm not sure that's the best decision. 我不确定这是最好的决定。

There's still time to change your mind. 你要改变主意还来得及。

I would advise you to quit smoking. 我劝你戒烟。

劝人三思

I think you should reconsider. 我想你应该再考虑考虑。

情感和态度表达 **Expression Feelings and Attitudes**

高兴 **Delight**

表达喜悦

That's wonderful news. 这真是个好消息。

I'm so happy ! 我太高兴了 !

That's great ! 那太好了 !

It's marvelous ! 太好了 !

表达祝福

I'm so pleased for you ! 我真是太为你高兴了 !

意愿 Intention

表达想法

I'd like to be an accountant.我想当会计师。

I really want to start up my own catering business.我很想开创我自己的餐饮事业。

I intend to study Marketing.我打算学习市场营销。

计划

I'm planning to do a degree in business studies.我计划去商学院读个学位。

I'm planning to take a year off before going to my next job.在干下一个工作前我计划休一年假。

兴趣 Interest

询问兴趣

Are you interested in detective stories?你对侦探故事感兴趣吗？

Does classical music interest you at all?你对古典音乐感兴趣吗？

表达兴趣

I have a strong interest in design work.我对设计有浓厚的兴趣。

I'm interested in attending the seminar this weekend.我很想参加这周末的研讨会。

偏爱 Preference

询问偏爱

Would you rather travel by plane or bus?您愿意坐飞机还是坐大巴旅行？

表达偏爱

I prefer Japanese food to Korean food.相对韩餐来说，我更喜欢日料。

I like to take a taxi rather than go by subway.我愿意打车去，不愿意坐地铁。

I think shopping online is easier than going to the mall.我觉得网上购物比去商场购物要方便得多。

鼓励 Encouragement

鼓励行动

You should believe in yourself.你应该相信自己。

It doesn't hurt to try.尝试一下没什么害处。

赞扬成绩

You're doing a fine job.你做得很好。

We're all very proud of you.我们都为你感到骄傲。

鼓舞信心

I know you'll do even better next time.我知道你下次会做得更好。

Everything is going to turn out just fine.一切都会好起来的。

关心 Sympathy

关心工作

How has work been going lately?最近工作怎么样？

I know how much stress you've been under recently.我知道你最近压力一直都很大。

Is there anything I can help you with?有什么我能帮你的吗？

关心健康

Are you feeling any better?你感觉好些了吗？

I hope you're feeling better soon.我希望你尽快好起来。

担心 Worry

询问情况

What's wrong?怎么了？

You seem upset.你好像很不安。

What's up?出什么事了？

I'm very worried about the bugs.我对那些差错非常担心。

表示安慰

Don't worry ! 别担心 !

I'm sure she's all right.我相信她一定没事。

Don't worry. I can handle it.别担心，我能处理。

惊讶 **Surprise**

好消息

What a wonderful surprise ! 真是令人惊喜 !

This was a complete surprise to me.对我来说这太突然了。

I'm in amazement about this.这事让我感到极为惊讶。

坏消息

I would never have expected this to happen.我从来都没想到事情会这样。

I'm still in a state of shock.我现在还很震惊。

预测 **Anticipation**

预测人

He appears to have trouble solving this problem.他好像无法解决这个问题。

He could take the job.他有可能接受这份工作。

预测形势

It looks like we may be unable to finish by this weekend.看起来我们到周末也不可能完成了。

I guess it had already been filled.我想这个职位一定已经满了。

后悔 **Regret**

表示懊悔

I should have at least tried.我至少应该试一试。

I shouldn't have done that.我本不该做这件事。

I wish I had done it differently.我真希望我不是这么做的。

I should have checked the figures in my report.我真应该检查一下报告中的数据。

承认错误

I know it was a mistake.我知道这是个错误。

I feel ashamed of myself.我真为自己感到惭愧。

抱怨 Complaint

抱怨拖沓

How many times do I have to tell you?我得跟你说多少次？

I'm getting tired of always having to remind you.我总得提醒你，我都厌烦了。

抱怨错误

I would like to make a complaint about your customer service.我想投诉你们的客服。

Your behavior at the party last night was unacceptable.你昨天晚上会上的表现让我无法接受。

赞同 Approval

完全赞同

I am in complete agreement with you.我完全赞同你。

I couldn't agree with you more.我完全同意你的看法。

I'm with you there ! 我同意你的看法。

部分赞同

I agree with you up to a point.我不是完全同意你。

反对

I'm sure it won't work.我敢肯定这行不通。

许可 **Permission**

请求许可

Can I borrow your computer manual?我能借一下你的电脑手册吗？

Do you mind if I turn down the music?我把音乐声调小点儿行吗？

不允许

I'm sorry, but you'd better not.很抱歉，你最好别这样做。

肯定 **Certainty**

确定

I'm sure that this is Peter's car.我确定这是彼得的车。

There's no doubt that John would leave the company.无疑约翰要离开公司了。

不确定

We haven't decided yet. 我们还没有做决定。

I'm not sure whether I want to accept that job. 我还不确定是否要接受那份工作。

能力 **Ability**

有能力

I can get the job done by myself. 我自己能把工作干完。

We can definitely finish the project by tomorrow. 我们明天肯定能完成这个项目。

I might be able to fix it for you. 我能给你修好。

没有能力

John was unable to afford the house. 约翰买不起这房子。

劝说 **Persuasion**

应该

I think you ought to tell her the truth. 我看你应该告诉她真相。

Should I send you the report when I finish writing it? 我写完报告后应该给你发过去吗？

不应该

I don't think you should take the first job offer you get. 我认为你不该干你得到的第一份工作。

可能性 **Possibility**

可能

He may start looking for a new job soon.他可能很快就开始找新工作了。

Her flight might have been delayed.她的飞机可能晚点了。

It's possible that he'll be promoted to CEO within the next year.他可能明年会被提升为CEO。

不可能

Taking the entire week off is out of the question.请整整一星期的假是绝对不行的。

I'm afraid it's not possible for me to go with you on Saturday.恐怕周六我不能和你一起去了。

重要性 Importance

重要

Your opinion is important to me.你的观点对我来说很重要。

It's extremely important that you attend tomorrow's meeting.关键是明天的会议你要出席。

不重要

I suppose it doesn't really matter.我觉得这个无关紧要。

It's no significance to me.这个对我没有任何意义。

Part 2 商务情景700金句

高效团队 Teamwork

商务会议 Meetings

开场白

Welcome, everyone.欢迎大家到会。

Let's get started.我们开始吧。

备用句

If you have a mobile phone, could you please turn it off?请关掉手机可以吗？

Ken can't come to this morning's meeting. He sends his apologies.肯不能出席今早的会议，他表达了歉意。

介绍议程

On the agenda, you'll see there are three items.按照议程，你们今天要讨论三件事。

There are four main points to discuss today.今天主要讨论四个问题。

The first point on our agenda today is.....今天议程的第一项是.....

The background to the problem is.....问题的背景是.....

备用句

We're here today to hear about plans for.....我们今天来讨论有关.....的计划。

What we want to do today is to reach a decision.我们今天要做出一项决定。

提示发言

I'd like to ask Mary to tell us about.....请玛丽给我们讲一讲.....Would you like to introduce.....?你能介绍一下.....吗?

I'd like to hear from Ron.我想听听罗恩的意见。

I believe you were going to cover the second point.我想你会主持一下第二个议题。

Let's move on to the next point.现在进入下一个议题。

What's your view?你看如何?

Does anyone have any questions?谁有疑问?

Any comments?有意见吗?

提问

I'd like to ask you a question.我想问你一个问题。

May I ask you a question?可以问一个问题吗?

So, what you're saying is.....那么,你的意思是.....

Could you be more specific?你能说具体点儿吗?

Can you explain that in more detail?你能解释清楚些吗?

Sorry, I'm not quite clear about what you said.对不起，我不太清楚你的意思。

表达观点

In my view.....我认为.....This means.....就是说.....

What I mean is.....我的意思是.....

So, the main point is.....刚才所说的要点是.....It's obvious that.....很显然.....

备用句

It seems to me.....我是这么想的.....Is that clear now?现在清楚了吗？

插话与回应

Sorry to interrupt, but I think.....抱歉打断一下，我认为.....
Yes, go ahead.哦，请讲。

Sorry, please let me finish.对不起，请让我把话说完。

暂缓讨论

Can we leave this until another date?我们另找时间讨论此事好吗？

Er, we can't talk about that now.我们这会儿不能谈这个。

I think we need more time to consider this.我想我们需要更多的时间来考虑此事。

休会和结束

Can we have a short break now?现在我们休息一会儿，好吗？

I think we can close the meeting now.我想会议可以到此结束了。

备用句

Just to summarize.....总结一下.....

We'll meet again next month.我们下个月再碰面。

情景对话

对话场景：总经理召集并主持部门会议。

句型重点：开场白，介绍议程，组织讨论，解释观点，插话等。

Director : Welcome, everyone. I'm glad you could all make it. The first point on our agenda today is introductions. As you might have noticed, we have some new faces around. Nicola, would you like to introduce the new marketing executives in your team?

主持人说明议程，提示市场部发言

Marketing Manager : Certainly, Stephanie. This is Jane Smith and she is the new marketing executive for the Primary team. And this is Martin Corner. He is the new marketing executive for the secondary team.

第一项议程：市场部介绍新人

Director : Thanks, Nicola. I hope you'll all do your best to make them feel welcome. Now, David, I believe you were going to cover the second point.

主持人总结要点，提示下一项议程

Campaign Manager : That's right, Stephanie. The next point on our agenda today is the Sales and Marketing Conference in

October. It may seem like months away, but trust me, before you know it, it will be here.

第二项议程：广告部提议讨论一下销售和市场营销会议

Marketing Assistant : Sorry to interrupt, David, but do you have the exact date for the conference?

礼貌地插话

Campaign Manager : Yes, I do. It's scheduled for October 1st to 8th.

Marketing Assistant : Thanks, David.

Campaign Manager : That's quite all right. What I'd like to do in today's meeting is to brainstorm ideas for our main event. We need to think of a theme, identify a presenter and also decide on some giveaways for the attendees. If you don't have any questions, let's get started.

广告部说明发言主题

进入话题

译文

总经理：首先，欢迎大家来参加这次会议。今天会议议程的第一项是介绍新同事。在座的各位或许已经注意到身旁有一些新面孔了。尼古拉，你可以介绍一下新任的市场专员吗？

市场部主管：当然可以，斯蒂芬妮。这位是简·史密斯，第一小组的新任市场专员。这一位是马丁·康纳，他是第二小组的新任市场专员。

总经理：谢谢你，尼古拉。希望大家尽其所能，让新同事感到宾至如归。接下来，戴维，我想应该是由你来主持第二项议程吧。

广告部主管：是的，斯蒂芬妮。今天会议议程的第二项是关于10月份的销售和市场营销会议。10月份距现在看起来还有几个月之久，

但请相信我，在大家不知不觉中，它就会近在眼前。

市场部助理：抱歉，戴维，我要打断一下，你是否知道会议的确切日期？

广告部主管：我知道，会议定于10月1日至8日举行。

市场部助理：谢谢，戴维。

广告部主管：不用谢。在今天的会上，我希望大家能为这次销售和市场营销会议的主要内容集思广益。我们需要想出一个会议主题，确定一名主持人，并且准备一些给参会者的赠品。如果大家没有任何问题的话，我们就开始吧。

Review

情景词汇

agenda议程

attendee与会者

background背景

break短暂休息

conference会议

consider考虑

comment意见

cover归纳

identify确定

interrupt打扰

introduce介绍

obvious显然的

schedule计划

specific具体的

summarize总结

theme主题

常用搭配

be clear about it弄明白

brainstorm ideas集思广益

but trust me相信我（插入语）

exact date确切日期

explain it in more detail解释清楚些

go ahead继续

hear from sb听某人的意见

main point要点

make it做到

new face新面孔

primary team第一组

reach a decision做出决定

the first point第一项

turn it off关（机）

指派工作 Task Assignments

指派工作

I would like you to work on an analysis.我希望你来完成一项分析报告。

I'd like you to be in charge of this one.这次的任务我想交给你来负责。

询问任务要求

When do you need it completed by?您何时需要结果？

Do you have a brief for this analysis?您对这项分析有指示吗？

说明任务要求

We need it before the next meeting, so how about by next Monday?下次会议之前就得要，所以下周一怎么样？

I think this will take precedence over your other projects.我认为这项任务理应优先于其他项目。

We'd like you to look at ten other websites.我们希望你能查看一下十家其他的网站。

You should also include a summary at the end of the report.你在报告结尾时要有所总结。

接受任务

Don't worry. I can handle it.别担心，我能完成。

备用句

Would you like screen shots?您想要屏幕截图吗？

Make sure you read through the proposal.你一定要通读这个计划书。

I will have it done by Monday.我会在下周一前完成。

情景对话

对话场景：主管以表扬开场激励约翰，然后布置任务。约翰仔细询问任务的各项要求。

句型重点：指派工作，商议时间和工作方式。“优先”的表示法。

Manager : Thanks for sending me the update. I'm really impressed with everything that you have accomplished recently.

主管表扬下属，提高其积极性

John : Thank you.

Manager : Since you did such a great job on analyzing the results of the marketing survey, I would like you to work on a competitor analysis for our website.

说明任务主题

John : That sounds great. When do you need it completed by?

问时间期限

Manager : We need to send it out to the team before their next meeting, so how about by next Monday?

John : I've got a lot on my plate at the moment, but if this is urgent, I will prioritize this and have it done by Monday.

表示将优先处理此项工作

Manager : That's great. I think this will take precedence over

your other projects.

强调重要性

John : OK. Do you have a brief for this analysis?

询问具体要求

Manager : Yes. We'd like you to look at ten other websites for content, design, target audience, navigation, available subscriptions and subscription prices.

John : Would you like screen shots?

提交方式

Manager : Yes, that's a good idea. You should also include a summary at the end of the report, recommending areas that you think we should replicate on our new website.

提示其他事项

译文

主管：谢谢你给我送来最新的工作进展报告。对于你近期取得的成绩我感到非常满意。

约翰：谢谢。

主管：既然你对市场调查结果分析得这么好，那我希望你能对我们的网站竞争对手也进行一次分析。

约翰：这个主意不错。那您何时需要分析结果？

主管：在营销团队召开下次会议之前，我们就得把分析结果交给他们。那么日期定在下周一怎么样？

约翰：现在我手头有成堆的工作，但如果这项任务很紧急，我会优先考虑并在下周一前完成。

主管：那就太好了。我认为这项任务理应优先于其他项目。

约翰：好吧。那您对这项分析任务有指示吗？

主管：有。希望你能针对十家其他的网站，在内容、设计、

目标读者、网页导航、订阅渠道及订阅价格方面，进行一次分析。

约翰：那您要屏幕截图吗？

主管：可以，这个主意不错。还有，你在报告结尾时要有所总结，并在你认为我们新网站需要取长补短的地方给予建议。

Review

情景词汇

accomplish完成

analysis分析结果，分析报告

brief任务简介，指示

accomplish完成

navigation导航

prioritize优先做

proposal计划书，提案

recommend推荐

replicate复制，照搬

subscription订阅

summary总结

update工作进展报告

常用搭配

be impressed with.....对.....非常满意

be in charge of负责

competitor analysis竞争对手分析

discuss it in detail详细讨论

have a lot on my plate手头有大堆工作

have it done by.....在.....前完成

marketing survey市场调查

read through通读

screen shot屏幕截图

take precedence over.....优先于.....

target audience目标读者

执行紧急任务 **Rush Jobs**

说明紧迫性

We've had a last-minute order in today.今天我们刚刚接到了一份订单。

The deadline was May 15th.最后期限是5月15号。

We're on a pretty tight schedule.我们的时间很紧。

询问具体要求

When are they due?他们什么时候要？

What is the order?订单内容是什么？

Have they been designed yet?设计方案已经定下来了吗？

工作安排

We'll all need to drop whatever we're doing to work on this.我们必须放下手头的工作来完成这项任务。

You may need to put in some extra hours.你们可能得加班。

Come prepared to discuss it in detail.准备好参与详细讨论。

备用句

We don't have much lead-time.我们没有太多的筹备时间。

It will be finalized in a meeting this afternoon.今天下午开会最后定稿。

We should be able to finish it just on time.我们应该能够按时完工。

Will we be paid over-time?有加班费吗？

You can take time off in lieu.你们可以休假作为补偿。

情景对话

对话场景：主管及其助理向员工布置一项紧急任务，员工询问具体的工作安排，以及加班等事宜。

句型重点：描述任务，说明时间的紧迫性和任务的重要性。加班的表示法。

Manager : Thanks for coming to this meeting. I know it's a bit last minute.Sarah, would you like to explain what we'll be working on for the next few days?

主管首先预热

Assistant Manager : Sure. We've had a last-minute order in today.It's a big order and we don't have much lead-time, so we'll all need to drop whatever we're doing to work on this.

交代任务：既重要又紧急

Manager : Thanks, Sarah. Does anyone have any questions?

Mark : What is the order?

什么任务？

Manager : Wedding invitations for 1000 people.

Mark : And when are they due?

何时完成？

Manager : Friday. That gives us two days to complete them.

Ed : Have they been designed yet?

都设计好了吗？

Manager : No, but the client has agreed to come in after lunch this afternoon to agree on a design.

Jenny : Will we need to work after hours?

要加班吗？

Manager : More than likely, yes. We'll try to avoid that, but some of the teams may need to put in some extra hours.

委婉地表示要加班

Jenny : Will we be paid over-time?

Manager : Unfortunately, you will not receive extra pay for extra hours on this project, but keep track of your hours and you can take time off in lieu.

抱歉没有加班费

译文

主管：谢谢大家赶来参加这个会议，我知道现在已经快到午休时间了。萨拉，你能给大家介绍一下我们未来几天的工作任务吗？

主管助理：当然。今天我们刚刚接到一个订单。这是个大订单，但我们没有太多的筹备时间，因此我们必须放下手头的所有工作来完成这项任务。

主管：谢谢莎拉。大家有什么问题吗？

马克：订单的内容是什么？

主管：1000份婚礼邀请函。

马克：他们什么时候要？

主管：本周五。因此我们只有两天的时间。

埃德：邀请函已经设计好了吗？

主管：还没有，但客户已经同意今天下午午餐后来公司确定方案。

珍妮：我们需要加班吗？

主管：可能会。我们会尽力避免这种情况，但某些组可能需要额外工作一些时间。

珍妮：那我们会有加班费吗？

主管：很不幸，大家不能从这次任务中得到加班费，但请记住自己的加班小时数，可以以此来换取休假时间。

Review

情景词汇

avoid避免

drop放下

due预期的；时间

invitation邀请函

unfortunately不幸地

likely可能的

常用搭配

a big order大订单

a pretty tight schedule非常紧张的日程

be paid over-time被付加班费

in lieu替代

lead-time生产时间

receive extra pay领取加班费

wedding invitation婚礼邀请函

work on.....做.....工作

a last-minute order紧急订单

agree on a design就设计方案达成一致

extra hours加班时间

keep track of.....记录下.....

more than likely很有可能

take time off休假

work after hours加班

安排项目计划 Scheduling a Project

完成期限

The new launch date will be February 25th.新的发布日期定于2月25日。

In the contract, it says that all the work has to be done by April 30th.合同里写的是4月30日前要完成所有的工作。

项目进程

This work will commence during the beginning of October.这项工作将在10月初开始。

They can complete the production process within one month.他们可以在一个月内完成生产。

It will now have to be ready by the end of the year.今年年底前就得做好准备。

项目计划

We're working with ABC company on this project.我们在这个项目上正与ABC公司合作。

We need to recruit fifty experienced workers.我们需要招聘50名经验丰富的工人。

问题和建议

What should we do with the proposed changes?我们应该怎样处理提交的更改建议？

I recommend keeping those ideas in a log for later.我提议记录保留这些想法，以备后需。

备用句

The series should be ready to hit stores by mid-September.这个系列9月中旬全面上市。

They will finalize the design at the end of June.他们将在6月底完成该系列的最终设计方案。

We're going to manufacture the parts in Qingdao.我们将在青岛生产一些部件。

Just keep me updated on this project.这个项目有什么新进展就通知我。

Barry will help with that to make sure we get it completed in time.为确保我们能及时完成任务，巴里会提供一些帮助。

情景对话

对话场景：总经理首先说明目标，然后说明各部门的任务。之后大家讨论项目实施计划。

句型重点：说明任务和时间，寻求建议、帮助，提意见。

Director : As you know, we've spent the last week discussing a new launch date for our product. Bob, would you like to tell everyone about the new date?

总经理说明目标

Bob : Certainly. I'm excited to tell you that the new launch date will be February 25th.

产品发布时间

Director : That obviously has implications for each team. Bob, what does that mean for the design team?

部门如何调整工作

Bob : This means that we are not going to be able to make any further changes until after the launch date.

首先，设计组

Ed : So what should we do with the proposed changes?

Bob : Good question. I recommend keeping those ideas in a log for later.

Ed : That sounds sensible.

Director : What does that mean for the content team?

然后，内容组

Bob : Well, all final content will now have to be ready by the end of the year.

任务完成期限

Felix : Will we have any extra resources to help with the final content?

有资源可利用吗？

Bob : Yes, Barry in the US will help with that to make sure we get it completed in time.

Director : If you have any further questions, feel free to come to my office at any time.

有问题随时问

译文

总经理：正如大家所知，上周我们花了一周的时间来讨论新产品发布日期。鲍勃，你来告诉大家所定的日期好吗？

鲍勃：好的。我很高兴地告诉大家，新产品的发布日期定于2月25日。

总经理：显然，这对每个团队的工作进展都会有影响。鲍勃，对设计部而言，这个日期意味着什么？

鲍勃：这意味着，在产品发布日之前，我们不会再做任何修改。

埃德：那我们应该怎样处理提交的更改意见？

鲍勃：这个问题问得好。我建议把那些想法记录下来，以备后需。

埃德：听起来很明智。

总经理：对内容部而言，又意味着什么？

鲍勃：嗯，意味着在今年年底前就得筹备好所有的最终内容。

费利克斯：有没有一些额外资源能帮助我们敲定最终的内容？

鲍勃：有，为确保我们能及时完成任务，在美国的巴里会提供一些帮助。总经理：如果大家还有什么问题，欢迎随时到我办公室商讨。

Review

情景词汇

commence开始发生；开始；着手

implication可能的影响（或作用、结果）

launch（首次）上市，发行

obviously明显地

propose提议，建议

recommend推荐

resource资源

sensible明智的；合理的

常用搭配

content team内容组

as you know如你所知

extra resources其他资源

design team设计组

have implications for.....牵涉.....

final content最终确定的内容

keep in a log记录下来

help with sth帮助做（某事）

make any further changes做更多修改

launch date发布日期

sound sensible听起来很合理

make sure确信

改进工作方式 **Improving the Way We Work**

征求建议

I thought we should probably come up with an invoicing procedure.我认为或许我们应该提出一项开具发票的程序。

I believe there's a fairly easy way to improve the process.我相信有比较简单的方法改进流程。

提供建议

I thought it would be a good idea to create a guidelines document.我认为创建一个准则文件是个不错的主意。

I was thinking we'd put Clare on the case.我想应该由克莱尔负责此事。

She could start by creating a sample invoice.她可以先制作一个发票样本。

提出疑问

Have you done an analysis of the costs involved?你算过需要多少成本吗？

认可建议

This will be quite important, especially as our department will be changing soon.这将会很重要，特别是我们部门不久就会有所调整。

It will work, for sure.肯定会有效果的。

情景对话

对话场景：总经理向下属征求建议。下属以礼貌的措辞、丰富的句式提出数条。总经理给下属的意见则带有指令性意味。

句型重点：提建议，表示赞同，补充提议。

Director : Looks like we've gotten through the agenda. Did you have any further points for discussion?

总经理征求下属建议

Manager : Actually, I do. Did you notice the new guidelines on invoicing that came in this morning?

以礼貌委婉的方式提建议

Director : Yes, I looked at it briefly.

Manager : Well, after I read it I thought we should probably come up with an invoicing procedure for the department.

又一种礼貌委婉的建议方式

Director : That's a great idea.

Manager : If it's all right with you, I was thinking we'd put Clare on the case.

继续奉行礼貌原则，进一步建议

Director : That would be a good project for her.

Manager : I would oversee it, of course. But I thought she could start by creating a sample invoice, taking into account the new guidelines that finance sent over.

提出具体的操作办法

Director : That makes sense.

Manager : In addition, I thought it would be a good idea to create a guidelines document for our freelancers.

更多建议

Director : Will you also create a document for our department?

总经理的补充意见

Manager : Definitely. This will be quite important , especially as our department will be changing soon.

Director : Excellent. I'll be looking forward to seeing it.

译文

总经理：看起来我们已经讨论完议程了。你还有其他问题需要讨论吗？

部门主管：其实我还有一些想法。您是否注意到今天上午公布的新发票准则？

总经理：是的，我大致看了一下。

部门主管：嗯，我读完新准则后认为我们也许应该提出一套部门开具发票的程序。

总经理：这个主意不错。

部门主管：如果您同意的话，我想应该由克莱尔负责此事。

总经理：这对她而言是个不错的项目。

部门主管：当然，我会监督工作进展的。我认为克莱尔可以遵循财务处送达的新发票准则，先制作一个发票样本。

总经理：这很有道理。

部门主管：此外，我认为给自由职业者创建一个新准则文件，是个不错的主意。

总经理：你也会为我们部门创建一个文件吗？

部门主管：当然。这会很重，特别是我们部门不久就会有所调整。

总经理：太好了。我就等着看这份文件了。

Review

情景词汇

actually实际上，事实上

briefly简略地，大致

definitely明确地，肯定地

especially尤其，特别

finance财务；财务部

freelancer 特约人员；自由职业者

guideline 准则；指南

invoice 发票；开发票

probably 很可能；几乎肯定地

常用搭配

be all right with sb 某人认为合适

come up with 想出，提供

create a document for..... 为..... 创建一个文件

get through..... 做完.....，讨论完.....

have further points for 有补充意见

invoicing procedure 开发票的程序

look at it briefly 大致看了看

look forward to..... 期待着.....

make sense 合理

take into account..... 考虑到.....

the new guidelines on..... 关于..... 的新准则

put sb on the case 让某人做这件事

面对失误 **We've Got a Small Problem**

指出问题

We've got a small problem.我们遇到点儿小麻烦。（一种委婉的说法，问题很可能不小）

There's another problem.还有一个问题。

The title is missing from the spine.书脊上漏了书名。

提醒对方

I'm very worried about the bugs.我对那些差错非常担心。

I would like to feel confident about the quality.我希望我能对质量放心。

表示改正

Now I know what's wrong.我现在知道错在哪儿了。

I will have all of the problems solved.我保证解决所有问题。

I will have that changed right now.我现在就去改过来。

I will do a final proof myself tonight.今晚我会亲自做最后一次校对。

备用句

I will get that fixed immediately.我这就将它更正过来。

I don't think you have anything to worry about.我认为你没有什么好担心的。

I do have some real concerns about the rest of the book.对于书的其余部分，我确实很担心。

情景对话

对话场景：总经理指出出版人的错误，措辞非常委婉。出版人起初低估了错误的严重性，后来终于醒悟，表示积极补救。

句型重点：指出他人错误，对批评的回应。

Director : We've got a small problem.

有点儿小麻烦

Publisher : What's that?

Director : It's the cover page of the new book. The author's name is spelled wrong.

Publisher : Oh, no. I'll get that fixed immediately.

失误者的第一反应：立即改正

Director : There's another problem.

但问题不止一个

Publisher : Oh?What's that?

Director : The title is missing from the spine.

Publisher : That's not good. I will have that changed right now.Are there any other problems?

马上就改

Director : Not that I've seen. But I do have some real concerns about the rest of the book.

总经理担心还有其他错误

Publisher : I don't think you have anything to worry about. The cover was done so quickly, I'm not surprised there are a few mistakes on it.

出版人还认为这只是个别问题

Director : That may be true, but I would like to feel confident about the quality of the book.

总经理再次提醒

Publisher : I understand. I will do a final proof myself tonight.

出版人终于醒悟

Director : That's great. I look forward to seeing the final proof.

译文

总经理：我们遇到点儿小麻烦。

出版人：是什么问题？

总经理：问题出在新书的封面上。作者的名字拼错了。

出版人：噢，不会吧。我这就将它更正过来。

总经理：还有一个问题。

出版人：哦？什么问题？

总经理：书脊上漏了书名。

出版人：太糟糕了。我现在就去改过来。还有什么问题吗？

总经理：目前我还未发现其他问题。但是，对于这本书的其余部分，我确实很担心。

出版人：我认为你没有什么可担心的。封面做得太快，所以出现一些错误我并不感到惊讶。

总经理：这或许是真的，我希望我能对书的质量放心。

出版人：我明白了。今晚我会亲自做最后一次校对。

总经理：很好，我等着看最后的校样。

Review

情景词汇

bug差错，漏洞

concern担心

confident自信的

cover page封面

fix改正

immediately立即

miss丢失

proof校样

quality质量

solve解决

spine书脊

常用搭配

a small problem小问题；小麻烦

be done so quickly仓促完成

be spelled wrong拼写错了

feel confident about.....对.....有信心

final proof最后的校样，清样

get that fixed改错

have some real concerns about.....确实很担心.....

have that changed.....改正.....

be worried about.....为.....担心

同事沟通 Office Talk

寻求帮助 Asking for Assistance

求助

I need some help on the competitor analysis.我需要一些帮助来分析竞争对手。

Can you give me a hand with this report?你能帮助我做这份报告吗？

I was wondering if there is any other research I could refer to.我想知道有没有一些我能参考的研究成果。

回应请求

Sure thing. I'd be happy to help.当然，乐意效劳。

What kind of help?什么样的帮助？

提出建议

He should be able to give you a copy of his report.他应该能给你一份他报告的副本。

She should be able to point you in the right direction.她应该能给你指明方向。

表示感谢

Thanks for your help.谢谢你的帮助。

I think that's it.我想这就足够了。

备用句

Do you have a few minutes?您有空吗？

I'd like to pick your brain.我想征求一下您的意见。

Do you have any other questions?你还有其他问题吗？

If you think of any other questions, let me know.如果你又想起什么问题，就告诉我。

That'd be very helpful.这个简直帮大忙了。

Any time.不用客气。

情景对话

对话场景：一名员工有两件事需要帮助。部门主管给了不同的建议，并推荐了其他帮助人。

句型重点：请求帮助的开场白、目的说明、感谢。帮助者的应答、询问、提议、友善表示。

Marketing Executive : Do you have a few minutes?

礼貌地开口

Marketing Manager : Of course. What is it?

Marketing Executive : I need some help on the competitor analysis.

表示需要帮助

Marketing Manager : OK, what kind of help?

Marketing Executive : Well, I was wondering if there is any other research I could refer to for this report.

说明需要的具体内容

Marketing Manager : Sure, I think Rob did something similar a few years ago. He should be able to give you a copy of his report.

介绍合适的人帮忙

Marketing Executive : That'd be very helpful. I was also wondering if anyone has any information about website navigation.

及时感谢

又提出一项请求

Marketing Manager : Mina has done a lot of work with websites. She should be able to point you in the right direction. Do you have any other questions?

介绍另一个合适的人

Marketing Executive : No, I think that's it.

Marketing Manager : Well, if you think of any other questions, let me know.

Marketing Executive : I will do. Thanks for your help. It's been very useful.

表达谢意

Marketing Manager : Any time.

译文

市场专员：您有空吗？

市场部主管：当然有。怎么了？

市场专员：我需要一些帮助来分析竞争对手。

市场部主管：行，什么样的帮助？

市场专员：嗯，我想知道有没有一些我写分析报告时能够参考的研究成果。

市场部主管：当然有，好像罗布几年前曾做过类似的工作。他应该能给你一份他报告的副本。

市场专员：那将会非常有帮助的。我还想知道有谁了解网站导航的情况。

市场部主管：米娜做了很多涉及网站的工作。她应该能给你指明方向。还有什么问题吗？

市场专员：没有了，我想就这么多了。

市场部主管：好吧，如果你又想到什么问题，就来找我。

市场专员：我会的。谢谢您的帮助。这些信息非常有用。

市场部主管：不用客气。

Review

情景词汇

competitor竞争者

helpful有帮助的

minute分钟

navigation导航；航行

refer谈到；参考

report报告

research调查

website网站

direction方向

copy副本；复印件

常用搭配

any time随时欢迎（不用客气）

competitor analysis竞争对手分析报告

do something similar做同样的事

has information about.....有.....方面的信息

has done a lot of work with.....在.....方面做了大量工作

point you in the right direction为你指明正确方向

have a few minutes有一点儿时间

need some help on.....在.....方面需要帮助

refer to查阅；参考

website navigation网站导航

缓解压力 **Dealing with Stress**

表示关心

Are you OK?你没事吧？

You look a bit stressed.你看上去有点焦虑。

说明压力

I'm just simply overworked.我只是太忙了。

I've been having a hard time sleeping lately.我最近一直睡不好。

I'm really worried about my task.我真担心我的任务指标。

建议减压办法

What you need to do is to relax.你需要的是放松心情。

Have you talked to your manager about your concerns?你向经理谈过你的担忧吗？

Sometimes it helps to have all your problems written down.有时把问题写出来有好处。

表示愿意尝试

I'll try that.我会试试的。

备用句

Have you been sleeping enough?你最近睡眠时间够吗？

I'm just a bit tired.我只是有点儿累。

This project has been keeping me up at night.我一直在熬夜做这个项目。

Have you written down all your issues?你把所有的问题都写出来了吗？

You should keep a pad of paper and pen.你应该备一个便笺本和一支笔。

Try not to take on more than you can handle.不要承担太多你应付不了的事情。

情景对话

对话场景：丽贝卡关切地询问西奥。西奥承认工作压力大，有失眠症状。瑞贝卡给他建议了几种减压办法。

句型重点：描述工作压力和身体的不适症状，提建议。

Rebecca : Are you OK?You look a bit stressed.

同事关切地询问

Theo : I'm OK. I'm just a bit tired.

Rebecca : Have you been sleeping enough?

Theo : Not really. This project has been keeping me up at night.

承认工作压力大

Rebecca : That's not good. Work shouldn't keep you from sleeping.

Theo : I agree, but what can I do about it?If I fall asleep at night, I always end up waking up after a few hours with work on my mind.

说明失眠症状

Rebecca : Have you talked to your manager about your concerns about the project?

同事建议和经理谈谈

Theo : No, but I'm not sure what she could do about it. There isn't any more money in the budget to hire anyone else and I'm just simply overworked.

Rebecca : Have you written down all your issues?Sometimes it helps to have all your problems written down to get them out of your head.

减压的办法

Theo : That's a good idea.

Rebecca : You should also keep a pad of paper and pen by your bed so you can write down your ideas immediately.

其他小窍门

Theo : I'll try that. Thanks for the advice, Rebecca.

表示愿意尝试

译文

丽贝卡：你没事吧？你看上去有点焦虑。

西奥：没事。我只是有点累。

丽贝卡：你最近睡眠时间够吗？

西奥：不够，我一直在熬夜做这个项目。

丽贝卡：那可不太好。忙于工作也不能不睡觉啊。

西奥：没错，但我又能怎么样呢？即使晚上我能睡着，也只能睡几个小时，醒来后满脑子都是工作的事情。

丽贝卡：那你向经理谈过你对这个项目的担忧吗？

西奥：没有，我也不知道她能做些什么。财务预算的资金已经不够再雇其他人了，我也就只能加班加点了。

丽贝卡：那你把所有的问题都写出来了吗？有时把问题写出来能帮你理清头绪。

西奥：这个主意不错。

丽贝卡：你也应该在床头放一个便笺本和一支笔，这样你有什么想法就能及时记下来。

西奥：我会试试的，谢谢你的建议，瑞贝卡。

Review

情景词汇

budget预算

hire雇用

issue问题，担忧

overwork工作过度

simply仅仅，只不过

stress压力

tired疲惫的

常用搭配

fall asleep入睡

have all your problems written down把所有问题写下来

get them out of your head把那些统统清出脑子

it helps to.....做.....有好处

keep a pad of paper and pen准备纸笔

keep me up at night让我夜里睡不着

keep sb from doing.....让某人无法做.....

look a bit stressed看上去有点劳累

sleep enough睡够

on my mind在我脑子里

wake up醒来

talk to sb about sth和某人谈某事

肯定工作成绩 Acknowledging a Job Well Done

表扬业绩

We think you've done a stellar job on this project.我们认为你在这个项目上做得卓有成效。

I'd like to take this opportunity to congratulate you on your sales last month.上个月你的绩效很好，我想借这个机会恭喜你。

You should be very proud of yourself.你应该为自己感到非常自豪。

总结经验

What was your biggest challenge with the project?在这个项目中，你碰到的最大挑战是什么？

How did you deal with that?你是怎么处理的？

鼓励改进

Is there anything you would do differently?有什么你能改进的地方吗？

表示谦虚和感谢

I took your advice on that.我接受了您的建议。

I will keep it up in the coming month.下个月我还会继续努力。

I appreciate that.我感激不尽。

备用句

You've dealt with the challenges well.你很好地应对了挑战。

You've put a lot of thought, time and effort into it.你为此付出了大量的心思、时间和精力。

Not everyone could handle a project like that.不是每个人都能做好这个项目。

Don't be so modest.不必谦虚了。

Well done.干得好。

情景对话

对话场景：任务完成。总经理首先让埃玛谈心得，然后再肯定埃玛的工作，并对她的表现大加赞赏。

句型重点：启发式的提问，描述工作过程，赞扬他人。

Director : So, how do you feel about the launch campaign?

总经理让下属谈心得

Emma : Although it was quite challenging, I'm quite pleased with the outcome.

Director : What was your biggest challenge with the project?

最大的挑战是什么？

Emma : Many of the issues were a direct result of this being handed over to me by someone else half way through the project.

Director : How did you deal with that?

怎么解决的？

Emma : I had to spend a lot of time trying to piece together the puzzle by asking various people what they knew about the project and looking through e-mails.

Director : If you had to do that again, is there anything you would do differently?

还能做得更好吗？

Emma : To prevent some of these same issues from happening again, I would make sure that everything is documented clearly.

Director : That's fantastic. Well, we think you've done a stellar job on this project. You've dealt with the challenges well and have put a lot of thought, time and effort into it.

充分肯定下属的工作

Emma : Thank you. I appreciate that.

Director : You should be very proud of yourself. Not everyone could handle a project like that. Well done.

大加赞赏

译文

总经理：你觉得这次发布会办得怎样？

埃玛：虽然这很具有挑战性，但我对结果非常满意。

总经理：这个项目中你碰到的最大挑战是什么？

埃玛：这个项目做到一半时，别人才将它交到我手上，因此很多问题都源于这一点。

总经理：那你是怎么解决的？

埃玛：我不得不花费大量的时间来梳理疑点。我向了解项目信息的多个人请教，还查看了好多电子邮件。

总经理：如果你不得不重做一次，有什么能改进的地方吗？

埃玛：为了防止再次发生同样的麻烦事，我会确保一切事务都记录清楚。

总经理：那太棒了。嗯，我们认为你在这个项目上做得卓有成效。你很好地处理了一些困难，并且花了大量的心思、时间和精力。

埃玛：谢谢您。我感激不尽。

总经理：你应该为自己而骄傲。不是每个人都能做好这个项目的。干得好。

Review

情景词汇

campaign（政治或商业）活动

outcome结果

challenge挑战

puzzle疑问

document记录

fantastic精彩的

appreciate感激

challenging有挑战性的

stellar优秀的；精彩的

常用搭配

launch campaign产品发布会

be handed over to sb转交给某人

spend a lot of time trying to.....花了大量时间做.....

look through e-mails查看电子邮件

deal with the challenges well战胜了困难

handle a project完成项目

half way through the project项目进行到一半的时候

piece together the puzzle梳理疑点

prevent sth from happening again让某事不再发生

have done a stellar job干了一件漂亮活儿

have put a lot of thought into it花了大量的心思

direct result直接结果

提供帮助 **Offering Assistance**

含蓄地批评

It's not quite up to the standard it should be.它并未达到应有的水准。

I noticed your performance last month was well off target.我发现你上个月的绩效没达标。

I know you are capable of something more.我知道你有能力做得更好。

查找原因

Are you having any problems?是不是有什么问题呢？

Why do you think that is?你认为是什么原因呢？

I have made plenty of contacts but haven't been able to close many sales.我联系了很多客户，但是交易完成得不多。

寻求解决办法

Let's see if we can give Jane's projects to someone else. 让我们看看能否将简的项目交给其他人。

I'll have to do better research and prepare more thoroughly in the future. 我以后得加强准备和调研工作。

备用句

I didn't realize that. 我不了解这个情况。

Are you getting in contact with the right people? 你找对了吗？

If you are not doing the necessary preparation, many of the calls on your list will just be a waste of time. 如果你准备不到位，那么给客户打电话也是白费时间。

情景对话

对话场景：费利克斯最近工作不在状态。对他这样的优秀员工，经理采用了鼓励式的批评，并想办法帮助他走出困境。

句型重点：鼓励式的批评，体谅他人难处的说法，提建议。

Manager : Do you have a few minutes for a quick chat? 以礼貌提问开场
Felix : Sure, what's it about?

Manager : Well, I've reviewed some of the work you've done recently and it's not quite up to the standard it should be.

尽管是批评，语气仍然委婉

Felix : I'm terribly sorry about that.

Manager : You've done better work in the past, so I know you are capable of something more.

鼓励式批评：不是差，而是该更好

Felix : I appreciate that. I guess I've just felt a bit overworked lately. After Jane went on maternity leave, I've had to do some of her work in addition to mine.

下属解释原因

Manager : I didn't realize that. Look, we've got a replacement starting in two weeks' time. Why don't we assess your work again once your workload has shifted?

探讨补救办法

Felix : That sounds good. And in the meantime?

Manager : Let's see if we can give Jane's projects to someone else.

提供建议

Felix : That would be really helpful. I appreciate that.

下属十分感激

Manager : Not a problem. Could you send me a list of Jane's projects so that I can reassign them?

Felix : Certainly. I'll have that sent to you by lunch time. Manager : Thanks.

译文

经理：有空聊几句吗？

费利克斯：当然，什么事？

经理：是这样，我看了看你最近的工作，有一些没有达到应有的水准。

费利克斯：对此，我非常抱歉。

经理：你曾经有过更出色的成绩，所以我知道你有能力做得更好。

费利克斯：我明白。我想最近我只是有点过度劳累。在简休产假之后，除了自己的工作，我还承担了一部分她的工作。

经理：我不了解这个情况。你看，两个星期内就会有人来接手你现在的工作。不如在你换了工作后我们再重新对你进行评估怎样？

费利克斯：这听起来不错。那在此期间的工作怎么办？

经理：我们看看能否将简的项目交给其他人。

费利克斯：那太好了。我感激不尽。

经理：没什么。你能给我一份简的项目清单吗？这样我就能重新分派工作了。

费利克斯：当然可以。午饭前就把清单给您。

经理：多谢。

Review

情景词汇

assess评价，估算

chat聊天

guess猜想

maternity怀孕

realize了解，认识到

reassign再分配

replacement替换

review评审，检查；回顾

shift更替，变换

standard标准

workload工作量

常用搭配

a list of.....一份.....

a quick chat简单聊会儿

assess your work评估你的业绩

be capable of.....能够做.....

be up to the standard达到标准

give your projects to someone else把你的工作交给别人

go on maternity leave休产假

in the meantime同时

in the past在过去

sounds good听起来很好

terribly sorry非常抱歉

商务交流 Business Communications

商务约会 Making Appointments

客套

Is this a convenient time for you?现在您说话方便吗？

I'm just phoning to see if we could arrange a meeting for next week.我打电话来是想问一下我们是否可以在下周安排一个见面会。

说明约会目的

I'd like to show you what we've got.我想向您展示一下我们的新产品。

I was wondering if we could schedule a meeting to go over our new products.我想知道我们能否安排一个会议来介绍一下我们的新产品。

见面时间

When were you thinking?你认为什么时间合适?

Whenever is convenient for you.只要您方便就行。

How about 2 o'clock on Thursday?星期四下午两点怎么样?

How much time do you think we'll need?你认为我们需要多少时间?

An hour should be sufficient.一个小时应该够了。

期待见面

I look forward to seeing you then.我期待与您的见面。

备用句

I won't take up much of your time today.今天我不会耽误您太多时间。

Could you manage Tuesday?星期二可以吗?

I won't be free until Thursday, I'm afraid.恐怕我到星期四才有

空。

Thursday morning suits me too.星期四上午我也行。

Shall we say 10 o'clock?10点可以吗？

情景对话

对话场景：休打电话到简易广告公司，希望和对方见面谈业务。

句型重点：问好、自我介绍等。说明见面的目的和重要性，约定时间和地点。

Rob : Easy Advertising, Rob speaking.

Sue : Good afternoon, Rob. This is Sue from Imaginations Limited.Is this a convenient time for you?

开场白：问好、自我介绍

Rob : I'm about to rush off to a meeting, but I have a few minutes.

Sue : I won't take up much of your time today, then. I was wondering if we could schedule a meeting with you to go over our new products.

说明约见目的：介绍新产品

Rob : Sure. When were you thinking?

Sue : Whenever is convenient for you. We've got someone from the headquarters in your area Monday and Tuesday of next week.

见面时间让客户来定

Rob : I won't be free until Thursday, I'm afraid.

Sue : OK, how about 2 o'clock on Thursday?

Rob : Sounds good. How much time do you think we'll need?I can book a room.

确定时间长短、地点

Sue : An hour should be sufficient. If anyone else from your company is interested, feel free to bring them along.

表示希望更多的人到会

Rob : I will do. I'll see you on Thursday then.

Sue : Thank you, Rob. I look forward to seeing you then.

译文

罗布：简易广告公司，我是罗布。

休：下午好，罗布。我是想象有限公司的休。现在您说话方便吗？

罗布：我这就要去参加一个会议，但我还有几分钟的时间。

休：我不会耽误您太多的时间。我想知道我们能否安排一个会议来介绍一下我们的新产品。

罗布：当然可以。你认为什么时间合适？

休：只要您方便就行。下星期一和星期二，我们总部会派和你们对口的人来。

罗布：恐怕我到星期四才能有空。

休：好吧，那星期四下午两点怎么样？

罗布：听起来不错。你认为我们需要多少时间？我可以订个房间。

休：一个小时应该够了。如果你们公司还有人对这个会议感兴趣，也把他们带过来吧。

罗布：我会的。那就星期四见。

休：谢谢您，罗布。期待与您的见面。

Review

情景词汇

advertising广告

imagination想象力

rush迅速移动；急促

sufficient足够的；充足的

whenever无论何时

常用搭配

a convenient time方便的时间

be about to.....正要.....

be convenient for sb对某人来说方便

book a room订房间

bring sb along带某人一起来

feel free to.....随便做.....

in your area在你们的业务范围内

rush off to a meeting赶去开会

go over our new products介绍我们的新产品

schedule a meeting with sb安排和某人的会议

会见客户 **Meeting a Client**

自我介绍、问好

I would like to see Ms Johnson.我想见约翰逊女士。

I'm here to see Paul Lee, Director of Design.我来见设计部主管
保罗·李。

Do you have an appointment?您有预约吗？

I'm pleased to meet you.见到您很高兴。

Pleased to meet you, too. Here's my card.见到您我也很高兴。这
是我的名片。

照顾客人及回应

Have a seat, please.请坐。

Would you like anything to drink?你想喝点什么？

A coffee would be nice.给我来杯咖啡就行。

寒暄

Did you find us OK?来我们这儿顺利吗？

I got here quite easily.我很容易就找到这儿了。

提供帮助及回应

Is there anything you need for your presentation?你做演示时需
要什么东西吗？

I think I've got everything I need.Thanks.我想我已经带好所需的
东西了。谢谢。

备用句

Can I get you something to drink? 喝点儿什么吗？

Could I have some coffee? 来杯咖啡可以吗？

Do you take sugar and milk? 要加糖和牛奶吗？

Just a splash of milk, thanks. 加点儿牛奶就可以了，多谢。

Sam should be with us in a few minutes. 萨姆几分钟后就过来。

Looks like Sam is here. 好像是萨姆来了。

You may take the elevator at the front to the 6th floor. 您可以在前厅乘电梯去6层。

There is a conference room already prepared. 那儿已经安排好了会议室。

情景对话

对话场景：克莱尔见客户来访，主动上前打招呼，安顿好客户，然后去叫部门主管萨姆。萨姆到时，出于礼貌，克莱尔首先向萨姆介绍客人。

句型重点：初次见面的问好，自我介绍，请客户喝饮料，寒暄。

Clare : Are you Ian?

招呼访客

Ian : Yes, I'm here to see Sam Green, Director of Design.

Clare : I'm Clare Dodge. I'm pleased to meet you.

自我介绍，表示欢迎

Ian : Pleased to meet you, too. Here's my card.

交换名片

Clare : Thank you. Here is mine. Have a seat.

请坐

Ian : Thank you.

Clare : Would you like anything to drink?

想喝什么？

Ian : A coffee would be nice.

Clare : Do you take sugar and milk?

Ian : Just a splash of milk, thanks.

咖啡加少量牛奶

Clare : Did you find us OK?

一路顺利吗？

Ian : It was a bit tricky with the road works, but it was all right.

Clare : That's good. Sam should be with us in a few minutes. In the mean time, is there anything you need for your presentation?

向客户说明主管马上就到，问客人还需要什么

Ian : No, I think I've got everything I need. Thanks.

Clare : Looks like Sam is here. Sam, this is Ian. Ian, this is Sam.

首先介绍客户

译文

克莱尔：您是伊恩吗？

伊恩：是的，我来见设计部主管萨姆·格林。

克莱尔：我是克莱尔·道奇。很高兴见到您。

伊恩：见到您我也很高兴。这是我的名片。

克莱尔：谢谢。这是我的名片。请坐。

伊恩：谢谢您。

克莱尔：您想喝点什么？

伊恩：给我来杯咖啡就行。

克莱尔：要加糖和牛奶吗？

伊恩：加点牛奶就可以了，多谢。

克莱尔：来我们这儿顺利吗？

伊恩：这儿的的路让我有点发蒙，但总算找到了。

克莱尔：那就好。萨姆几分钟后就过来。现在，您做演示时需要什么东西吗？

伊恩：不用了，我想我已经带好所需的東西了。谢谢。

克莱尔：好像是萨姆来了。萨姆，这位是伊恩。伊恩，这就是萨姆。

Review

情景词汇

card名片

director (部门) 主任，经理，(项目) 负责人

presentation演示，情况介绍

splash少量液体

tricky难办的；难对付的

常用搭配

a splash of一点点的

be a bit tricky with对……有点发蒙

be pleased to很高兴.....

have a seat坐下

in a few minutes几分钟后

in the mean time这会儿

介绍公司 **Company Introduction**

公司规模

Do you know much about Nostalgic Designs Corporation?您对怀旧设计公司了解多吗？

It started out with just one office in London and now has 100 offices around the world.公司刚起步时只在伦敦有一家办事处，如今在世界各地已经有100家办事处了。

We've just moved our headquarters to New York City.我们刚将总部搬到纽约市。

Ten percent of our offices are in Asia.公司有10%的办事处设在亚洲。

市场和客户

Our biggest clients include.....我们最大的客户包括.....

Who would you say is your biggest competitor?你认为谁是你们最大的竞争对手？

They have 40 percent of the market share, whereas we have 35 percent.

他们拥有40%的市场份额，而我们只占有35%。

产品

How do your products differ? 贵公司的产品有何特色？

We offer the same quality products as they do, but for a much more affordable price. 我们提供与其同等质量的产品，但是价格更优惠。

备用句

We have production lines in.....我们在.....有生产线。

We have set up four advanced design centers. 我们建立了4个先进的设计中心。

Our products are more reliable and have more functions. 我们的产品性能更稳定，功能更多。

情景对话

对话场景：伊恩向客户克莱尔介绍自己的公司。他以具体的事例和数据说明公司发展之迅速。

句型重点：介绍公司的发展历史、规模、产品特点、市场占有率、客户群等。

Ian : Do you know much about Nostalgic Designs Corporation?

了解对公司的熟悉程度

Clare : I know that it's also referred to as NDC.

Ian : That's right. NDC has been around for twenty years. It started out with just one office in London and now has 100 offices around the world.

说明公司发展之迅速

Clare : Do you have any offices in Asia?

客户主动提问

Ian : We do, indeed. In fact, ten percent of our offices are in Asia.

10%的业务在亚洲

Clare : Where are your headquarters?

Ian : We've just moved our headquarters to New York City. They used to be in London.

总部从伦敦迁到纽约

Clare : Do you have a large client base?

Ian : We certainly do. You have probably heard of some of them. Our biggest clients include National Dental Service, Telephone Directories Unlimited and Tweeter.

列举公司的大客户

Clare : Who would you say is your biggest competitor?

Ian : That would have to be Designs for Life. They have 40 percent of the market share, whereas we have 35 per cent.

市场份额

Clare : How do your products differ?

Ian : We offer the same quality products as they do, but for a much more affordable price.

产品竞争力：价格更低！

译文

伊恩：您对怀旧设计公司了解多吗？

克莱尔：我知道它也被称为NDC。

伊恩：不错。

NDC已经活跃了20年。公司刚起步时只在伦敦有一家办事处，如今在世界各地已经有100家办事处了。

克莱尔：贵公司在亚洲设有办事处吗？

伊恩：我们确实有。事实上，公司有10%的办事处设在亚洲。

克莱尔：那公司总部在何处？

伊恩：我们刚将总部搬到纽约市。以前是在伦敦。

克莱尔：你们有一个大的客户群吗？

伊恩：当然有。您或许听说过它们。我们最大的客户包括全国牙科医疗服务协会、话机查询无限责任公司，还有高声公司。

克莱尔：你认为谁是你最大的竞争对手？

伊恩：那应该是生活设计公司。他们拥有40%的市场份额，而我们只有35%。

克莱尔：贵公司的产品有何特色？

伊恩：我们提供与其同等质量的产品，但是价格更优惠。

Review

情景词汇

office办事处

indeed确实

differ不同

around活跃

corporation公司

whereas而

client客户

headquarters总部

competitor竞争对手

reliable可靠的

function功能

affordable实惠的

常用搭配

big client大客户

client base客户群

in fact事实上

move headquarters to把总部搬到.....

market share市场份额

be referred to.....被提及；被涉及

start out with.....开始于.....

affordable price可以承受的价格

production line生产线

design center设计中心

介绍产品 **Overview of a Product**

开场白

Thank you for coming today.谢谢大家今天能来。

I'd like to talk to you about a new product on the market.我想跟大家谈谈刚上市的一款新产品。

First, I'd like to ask you a question.首先，我想问大家一个问题。

内容和性能

It's an interactive language learning website that offers online language courses.它是一个互动的语言学习网站，提供在线语言课程。

It features a huge collection of e-books.它的特点是收集了大量的电子书。

The best thing about this product is that it can be used anywhere.这个产品的最大特点是随时随地都可使用。

There are over twenty language courses, including English, Spanish, Chinese and French.上面有20多种语言课程，包括英语、西班牙语、汉语和法语。

结论

Then this product is just for you.这款产品就适合您。

It's just what I need！这正是我所需要的！

备用句

Have you seen this product before?您之前见过这种产品吗？

Would you like a quick demonstration to see how it works?您

希望我给您快速演示一下它是如何工作的吗？

That's easy.这很简单。

It's reliable.它的性能很稳定。

So far nobody has sent one back to us with any fault.到目前为止，还没有人因故障原因要求退货。

情景对话

对话场景：戴维向客户介绍自己的外语学习网站。他以诱导式提问让客户自己得出结论：这正是我想要的！

句型重点：诱导需求的提问，介绍产品的内容和使用方法。

David : Thank you for coming today.

感谢客户的到来

Beth : That's not a problem.

David : I'd like to talk to you about a new product on the market. First, I'd like to ask you a question. How many of you would like to learn a second language?

提问：您想学外语吗？

Beth : I certainly would.

David : And would you say that you are too busy to do this?

忙得没时间学吗？

Beth : Yes, that's definitely true.

David : And do you take public transportation?

每天坐公交吗？

Beth : I spend about two hours a day on the trains.

David : Then this product is just for you. It's an interactive language learning website that offers online language courses for you to study at your own pace.

那么这一款恰好适合您！

Beth : What languages can we study on it?

David : There are over 20 language courses, including English, Spanish, Chinese and French.

内容丰富

Beth : That sounds great. But how can I use it on public transport if I don't have an Internet connection?

David : That's easy. You can download worksheets and exercises to print out or to use on your computer.

使用方便

Beth : That sounds great ! It's just what I need !

满足客户需要！

译文

戴维：非常感谢大家今天能来。

贝丝：没什么。

戴维：我想跟大家谈谈刚上市的一款新产品。首先，我想问大家一个问题。你们中有多少人想学一门外语？

贝丝：我当然想学。

戴维：您会说自己太忙了，没时间学吗？

贝丝：是的，一定会的。

戴维：那您乘坐公共交通工具吗？

贝丝：我每天要坐大约两小时的火车。

戴维：那么，这款产品就适合您。它是一个互动的语言学习网站，能根据您的学习进度，提供在线语言课程。

贝丝：我们能在这个网站上学习什么语言？

戴维：上面有20多种语言课程，包括英语、西班牙语、汉语和法语。

贝丝：这听起来很不错。但我坐公共交通工具时又不能上网，该怎么使用这个网站呢？

戴维：这很简单。你可以下载页面和练习题，将它们打印出来，或者直接在您的电脑上用。

贝丝：这听起来太棒了！这正是我需要的！

Review

情景词汇

interactive交互式的，人机对话的

download下载

online在线的，联网的

worksheet活页练习，学习单

connection联系，关联

常用搭配

That's not a problem.这不算什么。

a second language (除母语外的) 第二语言

a new product on the market市面上的新产品

use on your computer在电脑上用

public transportation公共交通

be just for you正适合你

be too busy to do.....太忙以至于不能.....

definitely true百分之百正确

language learning语言学习

language course语言课程

study at your own pace根据你的进度来学习

offer sth for sb to do.....提供某物给某人做某事

sounds great太好了

Internet connection网络连接

print out打印出来

介绍服务 **Overview of a Service**

时间要求

Can you guarantee a date it will be ready?你能确定一个完成日期吗？

It should take approximately three to four weeks.大约需要3到4个星期。

质量控制

How do you make sure that the videos are completed to our standards?你怎样保证视频短片能达到我们要求的水准？

We'll create a project timeline for you.我们会给您做一个项目进度表。

We have a strict review process in place. 在制作过程中，我们有一套严格的审查程序。

价格

This depends heavily on the complexity of the project. 这主要根据项目的复杂性而定。

I'm confident that we'll be able to offer you a price that you are comfortable with. 我相信我们能给出一个让您满意的价格。

送货服务

How about the delivery? 你们的送货怎样？

We could ship your order within a week. 您订的货可以在一周内送到。

备用句

How quickly will you be able to create these promotional videos? 制作这些宣传短片，你们需要多长时间？

Can you give us a ball park figure for similar types of projects? 根据以往类似的短片费用，你能给我们一个大概的数目吗？

We'll have to assess the project first. 我们得先对这个项目进行评估。

You just send the faulty product back to us and we'll replace it free of charge. 您可以退回问题产品，我们将免费为您更换。

情景对话

对话场景：莫琳接到一份订单。客户希望能敲定完成日期和费用，但莫琳坚持评估后再确定。

句型重点：询问一个项目的制作时间、质量、费用。回答暂时不

能确定的提问。

Geoff : How quickly will you be able to create these promotional videos?

多快能完成？

Maureen : It should take approximately three to four weeks, depending on the complexity of the video, that is. Geoff : Can you guarantee a date it will be ready?

能定下日期吗？

Maureen : Yes. We'll have to assess the project first. Geoff : How do you go about doing that?

你们打算怎么做？

Maureen : Once we have an understanding of the brief, then we'll create a project timeline for you.

Geoff : How about quality control? How do you make sure that the videos are completed to our standards?

质量如何保证？

Maureen : We have a strict review process in place, which involves the clients at the first, second and final proof stages.

Geoff : I see. And how about the fee?

费用呢？

Maureen : Again, this depends heavily on the complexity of the project.

Geoff : Can you give us a ball park figure for similar types of

projects?

大约多少？

Maureen : I think that's best discussed after we have a brief, but I'm confident that we'll be able to offer you a price that you are comfortable with.

译文

杰夫：制作这些宣传短片，你们需要多长时间？

莫琳：大约需要3到4个星期，这主要根据短片的复杂性而定。

杰夫：你能确定一个完成日期吗？

莫琳：能，但我们得先对这个项目进行评估。

杰夫：你们准备怎么着手来做这个项目？

莫琳：我们对这个项目有了大致了解之后，就会给您做一个项目进度时间表。

杰夫：那么质量管理呢？你们怎么保证短片能达到我们要求的水准？

莫琳：在制作过程中我们有一套严格的审查程序，会邀请客户参与第一次、第二次和最后的校对工序。

杰夫：我明白了。那费用怎么定？

莫琳：同样，费用在很大程度上也取决于项目的复杂性。

杰夫：那根据以往类似的短片，你能给我们一个大概的数目吗？

莫琳：我想最好在我们大致了解了这个项目之后，再进行商讨。但我相信我们能给出一个让您满意的价格。

Review

情景词汇

approximately 大概；近乎

complexity 复杂性

fee 费用，酬金

guarantee保证，担保

involve包含，涉及

process过程，工序，流程

promotional广告宣传的；推销的

stage阶段，步骤

timeline时间表

video录像，录影

常用搭配

a ball park figure大概的数目

a strict review process严格的检验程序

assess a project评估项目

be comfortable with.....对.....满意

be completed to our standards按要求完成

create a project timeline制作项目时间表

depend (heavily) on..... (很大程度上) 依赖于.....

final proof stage最后的校对工序

guarantee a date确定日期

in place在工作；在正确位置上

promotional video宣传片

quality control质量控制

接待贵宾 Guest Reception

在机场 At the Airport

上前询问、自我介绍

You must be from the head office.您一定是从总部来的吧？

I'm here to take you to our office.我来接您去我们公司。

Pleased to meet you.很高兴见到您。

照顾客人

Let me help you with your bags.我来帮您提包吧。

The driver is just outside. He'll take us back to the office.司机就在外面。他会把我们带到公司。

This way, please.这边请。

寒暄

How was your flight?旅途如何？

How long will it take to get there?到那里要花多长时间？

At this time in the afternoon, it should only take about 40 minutes.下午这个时间段，大约只要40分钟。

备用句

I'm Robert Zhang of ABC.我是ABC公司的罗伯特·张。

Can I help you with your bags?我帮您拿行李吧？

Did you have a nice flight?您一路上还顺利吧？

I have a car outside with a driver.外面有司机接。

I was told you would have my itinerary.有人告诉我，您有我的行程表。

情景对话

对话场景：埃米到机场迎接纽约办事处来的马丁。她事先订了车，准备了客人的日程表，并对当天的行程做了安排。

句型重点：机场见面的问候和寒暄。

Amy : Are you Martin Snow?

认出客人后上前询问

Martin : Yes, I am. You must be from the head office.

Amy : Yes. I'm Amy.Pleased to meet you.

问好

Martin : It's a pleasure.

Amy : How was your flight?

一路顺利吗？

Martin : It was fine. Not much turbulence, and the food wasn't bad, either.

Amy : That's great. Let me help you with your bags.

要帮拿行李吗？

Martin : If you insist.

Amy : It's not a problem. The driver is just outside.He'll take us back to the office.

公司有车来接

Martin : That's great. How long will it take to get there?

Amy : At this time in the afternoon, it should only take about 40 minutes.

约40分钟到公司

Martin : I was told you would have my itinerary.

Amy : Yes, here it is.

日程表已经准备好

Martin : Looks like the first meeting is at 4 o'clock PM and then it's dinner at the Round House. That doesn't look too stressful.

当晚的安排不太紧

Amy : It should be fairly relaxing tonight. Oh, here's the car.

上车

译文

埃米：您是马丁·斯诺吗？

马丁：是的，我是。您一定是从总部来的吧？

埃米：是的，我是埃米。很高兴见到您。

马丁：见到您我也很高兴。

埃米：旅途如何？

马丁：还好。没有太多的气流干扰，食物也不错。

埃米：那就好。我来帮您提包吧。

马丁：如果您坚持的话，我就不客气了。

埃米：没什么。司机就在外面。他会把我们带到公司。

马丁：太好了。到公司要花多长时间？

埃米：在下午这个时间段，大约只要40分钟。

马丁：有人告诉我，您有我的行程计划。

埃米：是的，给您看看。

马丁：看样子第一场会议在下午4点召开，之后在圆厅举行晚宴。行程看起来不怎么紧张。

埃米：今晚应该比较轻松。哦，我们的车在这里。

Review

情景词汇

fairly相当

flight（飞机）航程，航班

insist坚持

itinerary行程

relaxing放松的

stressful紧张的，压力大的

turbulence气流

常用搭配

head office总公司，总部

take us back to.....送我们回.....

车内闲谈 **Small Talk in the Car**

关于城市

Is this your first time to this city?您是第一次来这个城市吗？

What's the weather like in.....?.....天气怎样？

关于行程安排

What would you like to see while you're here?您在这儿的这段时间想去哪儿看看呢？

How does that schedule sound to you?您觉得这样安排可以吗？

If you need anything, please let me know.有什么要求就告诉我。

I can be your translator and tour guide.我可以当您的翻译兼向导。

关于食宿

I've already made a hotel reservation for you.我已经为您订了酒店。

I've booked a table at an exclusive restaurant downtown.我在市区一家高档饭店订了一桌。

关于工作

How long have you been working for the company?您在公司工作多长时间了？

What do you think of it so far?目前为止，您对公司的感觉怎么样？

备用句

That can definitely be arranged.这个当然可以安排。

I've made arrangements to take you to see the city lights.我已安排了带您去看城市夜景。

I've only worked here for about 6 months now.我在这里刚刚工作了6个月左右。

Where were you before you took this role?您接受这个职位之前在哪里工作？

How does our company compare?相比之下，我们公司怎么样？

It offers flexible working hours and great benefits.它给我们提供了灵活的工作时间和丰厚的福利待遇。

I used to work for our main competitor.我曾经为我们的主要竞争对手工作。

情景对话

对话场景：回公司的车上，埃米和马丁聊天。初次见面的话题最好与工作有关。可以用具体的事例让谈话更生动，比如旅行。

句型重点：初次见面的寒暄用语。谈论自己的工作。

Martin : So, how long have you been working for the company?

初次见面话题最好与工作相关

Amy : I've been with the company for just over two years now.

Martin : Do you like it?

Amy : I love it. I feel very well taken care of with this company. It offers flexible working hours and great benefits. How about you?

举具体的事例，让谈话更生动

Martin : I've only worked here for about 6 months now.

Amy : What do you think of it so far?

Martin : I like it. I wasn't expecting there to be so much travel with this role, so I've been pleasantly surprised.

Amy : Where were you before you took this role?

私人话题也不要超出职业范围

Martin : I used to work for our main competitor.

Amy : You're kidding ! How does our company compare?

Martin : Well, obviously I think it's got a lot more potential than my old company—otherwise I would have stayed there !

“potential”用得很恰当

Amy : Of course. Is this your first time to this city?

永恒的话题：您第一次来吗？

Martin : Yes, unless you count the time my parents took me here when I was a baby !

译文

马丁：那么，您在公司工作多长时间了？

埃米：我在公司刚待了两年多。

马丁：您喜欢这个公司吗？

埃米：非常喜欢。我觉得公司很照顾员工。它给我们提供了灵活的工作时间和丰厚的福利待遇。您觉得呢？

马丁：我在这里刚刚工作了6个月左右。

埃米：那目前为止，您对公司的感觉怎么样？

马丁：我喜欢这家公司。原先我没想到这个职位会有这么多的旅行机会，所以我感到很惊喜。

埃米：您在接受这个职位之前在哪里工作？

马丁：我曾经为我们的主要竞争对手工作。

埃米：您是在开玩笑吧！那相比之下，我们公司怎么样？

马丁：嗯，很明显，我认为比我的前任公司更有潜力，不然，我就待在原公司了！

埃米：当然。您是第一次来这个城市吗？

马丁：算是吧，除非您把我小时候父母带我来的那次也算上。

Review

情景词汇

compare比较

count把……算上

expect预想到

kidding开玩笑

otherwise否则

pleasantly高兴地

potential潜力

role职位

常用搭配

flexible working hours灵活的工作时间

main competitor主要竞争对手

great benefits丰厚的福利待遇

so far目前为止

take care of照顾

take this role接受这个职位

think of.....对.....的看法

首次会谈 First Meetings

见面问好

It's nice to meet you.很高兴见到您。

I'm glad you made it okay.很高兴您能及时抵达。

寒暄

Did you find our offices all right?您觉得我们的办公室好找吗？

Your directions were very straight forward.您指的方向非常明确。

照顾客人

Now, would you like something to drink?现在，您想喝点什么吗？

Can I take your coat?要我帮您放大衣吗？

赠送礼物

Listen, before I forget, I brought you something from our company.对了，趁我还没忘，我从我们办事处给你们带了些东西。

We've prepared something for you to take back to your office as well.我们也准备了一些东西让您带回办公室。

I hope your team will enjoy it.希望您的团队会喜欢。

之后

Shall we go over the agenda?我们来把议程过一遍好吗？

I'll give you a tour of the office.我会带您参观我们的办公室。

备用句

Is this your new logo?It's very memorable.这是贵公司的新标识吗？它让人过目不忘。

Do you need to freshen up?您需要去洗手间吗？

This way, please. Take a left.It's at the first corner.走这边，向左第一个拐角。

That would be very nice. You're too kind.那太好了，非常感谢。

Thank you for your hospitality.谢谢您的热情款待。

I hope you like it.希望您喜欢。

It'll just be a minute.请稍等。

情景对话

对话场景：雷会见到访的埃琳。雷找了一个关于标识的有趣话题开场，拉近彼此距离。他们互赠的礼物也恰到好处。

句型重点：和客户初次见面的寒暄，互赠礼物的用语。

Ray : Hi Erin. It's nice to meet you.I'm Ray, Director of

Marketing.

见面时的问候

Erin : It's a pleasure to meet you, Ray. Here's my card.

交换名片

Ray : Thank you. And here's mine.

Erin : Thanks. Is this your new logo?

以有趣的话题开场

Ray : Yes, we just changed it recently.

Erin : It's very memorable. I like it.

用称赞拉近距离

Ray : Thank you. Now, would you like something to drink?

喝什么？

Erin : Yes, please. A green tea would be great.

Ray : It'll just be a minute.

Erin : Thank you.

Ray : So, did you find our offices all right?

来这儿顺利吗？

Erin : Yes, your directions were very straight forward. Listen, before I forget, I brought you something from our company in Kansas City. It's saltwater taffy. I hope your team will enjoy it.

送上礼物

Ray : Thank you. We've prepared something for you to take back to your office as well.It's a selection of local teas.

回礼

Erin : Thank you. So, shall we go over the agenda?

转入正题

Ray : Yes, and then I'll give you a tour of the office.

译文

雷：您好埃琳，很高兴见到您。我是营销总监，雷。

埃琳：很高兴见到您，雷。这是我的名片。

雷：谢谢您，这是我的名片。

埃琳：谢谢。这是贵公司的新标识吗？

雷：不错，我们刚刚做了修改。

埃琳：这个标识让人过目不忘，我很喜欢。

雷：谢谢您。现在，您想喝点什么吗？

埃琳：是的。一杯绿茶就很好了。

雷：请稍等。

埃琳：谢谢您。

雷：您觉得我们的办公室好找吗？

埃琳：是的，您指的方向非常明确。对了，趁我还没忘，我从我们的堪萨斯城办公室里给你们带了一些东西。这是盐水太妃糖。希望你们的团队能喜欢。

雷：谢谢您。我们也准备了一些东西让您带回办公室。这是我们挑选的一些本地茶叶。

埃琳：谢谢您。现在，我们来把议程过一遍好吗？

雷：好的，之后我会带您参观我们的办公室。

Review

情景词汇

logo标识

memorable令人过目不忘的

selection选择；选择物

taffy太妃糖

常用搭配

before I forget趁我还没忘（插入语）

give you an tour of the office带您参观我们办公室

find our offices all right容易找到我们办公室

go over the agenda把议程过一遍

just be a minute一会儿就好

local teas本地茶叶

prepare something for you为您准备了一些东西

take back to your office带回您办公室

saltwater taffy盐水太妃糖

straight forward方向明确的

参观工厂 **Tour of a Factory**

欢迎词

I'd like to welcome everyone to our factory.欢迎大家来到我厂。

Before we start the tour, please find a hard hat.在我们开始参观之前，请找个安全帽戴上。

OK, I think we're ready to start the tour then.好的，我想大家已经准备好开始参观了。

介绍车间

There are three parts of the plant : the supply area, the assembly area and the dispatch area.工厂主要分为三部分：供应车间、装配车间和运输车间。

You'll see here that there are four assembly lines.你们将在这儿看到四条流水装配线。

This is where the products are fitted with their covers.这是包装产品的地方。

If you look to your right, you'll see the quality control area.如果大家向右看，就会看到质检区。

串场词

Follow me please.请跟我来。

Let's move on to the laboratory.我们现在去实验区。

结束语

And that's the end of the tour.我们的参观到此结束。

I'd like to thank you for coming, and I hope you enjoyed your time with us today.谢谢大家的光临，但愿今天大家此行开心。

备用句

Please feel free to ask questions at any point during our tour.欢迎大家在参观过程中随时提问题。

The process starts with the supply of raw materials. The boards

are conveyed to our cutting room floor at the start of the production process. Then they move on into the primary production process where they are coated. The coated boards then move forward to the assembly line. Finally, the finished boards are packed. They are loaded onto trucks for distribution to our customers. 整个流程始于原料供应。生产流程一开始，木板被运送到切割室，接着被传送到我们的第一工序——涂漆。涂过漆的木板被送到装配线上。最后，成品板被包装起来，装进卡车，配送给我们的客户。

情景对话

对话场景：达伦领着客人参观工厂，说明各个车间的用途，解释生产流程，并回答客人的问题。

句型重点：引导参观的用语，介绍一个地方的用途。

Darren : I'd like to welcome everyone to our factory. Before we start the tour, please find a hard hat. Ready?

表示欢迎，提示戴安全帽

Michelle : Yes, I think we've all got one.

Darren : OK, I think we're ready to start the tour then. You'll see here that there are four assembly lines. This is where the product is being put together.

从装配线开始参观

Michelle : Does the production manager work on the floor?

Darren : She's got an office above the assembly lines so she can keep an eye on it, but she is often on the floor as well.

生产经理的位置

Michelle : It doesn't look like the product is complete here.

Darren : No, the next step is through the doors. This is where the products are fitted with their covers.

包装车间

Michelle : I see. That looks more like the final product. Does someone do a final check on these?

Darren : Yes, that's the next step. If you look to your right, you'll see the quality control area.

质检区

Michelle : Does the quality control department make sure that there are no defects whatsoever?

Darren : In theory, but there are always a few defects.

Michelle : And this must be where they are boxed up and shipped off.

打包和运输车间

Darren : Correct. And that's the end of the tour. I'd like to thank you for coming, and I hope you enjoyed your time with us today.

结束语

译文

达伦：欢迎大家来到我厂。在我们开始参观前，请找个安全帽戴上。准备好了吗？

米歇尔：是的，看来每个人都有安全帽了。

达伦：好的，我想大家已经准备好开始参观了。你们将在这儿看到四条流水装配线。这是组装产品的地方。

米歇尔：生产经理是在这个车间工作吗？

达伦：她在装配线上方有一间办公室，这样能监督生产状况。但
她也会经常来车间。

米歇尔：这里的 product 不像是成品。

达伦：不错，生产的下一环节是在隔壁。这就是包装产品的地
方。

米歇尔：我明白了。这看起来更像是成品。有没有人给这些成品
做最终检查？

达伦：有，这是下一环节了。如果大家向右看，就会看到质检
区。

米歇尔：质量管理部门能确保成品不存在任何缺陷吗？

达伦：理论上可以，但是总会有一些瑕疵的。

米歇尔：那这里一定是产品装箱发运的地方了。

达伦：正是。我们的参观到此结束了。谢谢大家的光临，但愿今
天大家此行开心。

Review

情景词汇

assembly 装配，组装

whatsoever 无论什么（语气比

defect 瑕疵

whatever 强）

常用搭配

assembly line 流水装配线

be boxed up 被装箱

be fitted with the covers 被包装

be shipped off被运走

do a final check做最终检查

hard hat安全帽

I see.我明白了。

in theory理论上

keep an eye on监督

look more like.....看起来更像.....

look to your right向右看

on the floor在车间

production manager生产经理

put together组装产品

quality control area质检区

start the tour开始参观

the final product成品

the next step下一环节

welcome to.....欢迎来到.....

商务晚宴 Business Dinners

邀请

We'd like to invite you to dinner.我们想请您吃饭。

Would you prefer to have Western style food or Chinese food?
您喜欢吃西餐还是中餐？

Have you ever tried Shanghai Cuisine?您吃过上海菜吗？

Would you like to try it tonight?今天晚上您想去吃吗？

点酒水

What do you think, red or white?您想喝点什么，红葡萄酒还是白葡萄酒？

I think I'd like to start with white wine.我想先来杯白葡萄酒吧。

点菜

Let's order.我们点菜吧。

What would you like?您想点什么？

I think I'm going to try.....for a starter and then.....as a main.
我想点.....做开胃菜，主菜就点.....

Shall we try that one?我们试试那个怎么样？

菜式特色

I can recommend their speciality.我可以推荐他们的特色菜。

All the food is sourced locally.所有的食物原料都取自本地。

They also have an extensive number of.....他们还有数目繁多的.....

备用句

Do you know what you are going to have?你想好要点些什么了吗?

Can you use chopsticks?您会用筷子吗?

They told me it had an impressive wine list.他们告诉我这里的酒水单让人赞不绝口。

I can recommend some authentic Beijing dishes.我可以给您推荐几道地道的北京菜。

It is made with traditional recipes.这是按传统配方做的。

I'm glad you like it.很高兴您喜欢。

情景对话

对话场景：卡伦请客户杰米吃饭。杰米首先夸奖餐厅环境。卡伦给杰米介绍酒单和餐厅的菜式特色，然后点菜。

句型重点：推荐酒和菜品，介绍餐厅特色，点菜，营造欢快气氛。

Jamie : This is a very nice place. Have you ever been here before?

夸奖餐厅环境

Karen : I haven't, but my colleagues come here often. They told me it had an impressive wine list. What do you think, red or white?

介绍酒单

Jamie : I think I'd like to start with white wine.

点酒

Karen : Let's see.....this pinot grigio looks good. Shall we try

this one?

Jamie : Sounds good to me.

Karen : OK, we'll start with that then. The other good thing about this place is that all the food is sourced locally. They also have an extensive number of vegetarian dishes.

介绍菜式特色

Jamie : That's fantastic ! It's always difficult to find decent vegetarian food at restaurants.

Karen : I agree. I'm quite looking forward to trying their food.

营造欢快气氛

Jamie : Do you know what you are going to have?

Karen : I think I'm going to try the lentil and squash soup for a starter and then the goat's cheese and beetroot as a main. How about you?

点菜

Jamie : I'm also going to try the goat's cheese dish, but I think I'm going to have the mushroom dish for starters.

Karen : Great, let's order.

译文

杰米：这个地方很不错。你以前来过这儿吗？

卡伦：没有，但我的同事经常来这儿。他们告诉我这里的酒水单让人赞不绝口。您想喝点什么，红葡萄酒还是白葡萄酒？

杰米：我想先来杯白葡萄酒吧。

卡伦：让我们看看……灰皮诺看起来不错，我们试试这个怎么

样？

杰米：我看行。

卡伦：那好，我们就先喝灰皮诺了。这个地方的另一个优点是，所有的食物原料都取自本地。他们还有菜式丰富的素食菜谱。

杰米：太棒了！在餐馆总是很难找到像样的素食。

卡伦：没错。我非常期待尝尝他们做的美食。

杰米：你想好要点些什么了吗？

卡伦：我想点扁豆南瓜汤做开胃菜，主菜就点羊奶干酪和甜菜沙拉。您呢？

杰米：我也要尝尝羊奶干酪，但开胃菜我想喝蘑菇汤。

卡伦：好的，我们点菜吧。

Review

情景词汇

beetroot甜菜

decent像样的，相当不错的

impressive让人赞不绝口的

main主菜

mushroom蘑菇

order点菜

starter开胃菜

vegetarian素食的

常用搭配

goat's cheese羊奶干酪

have an extensive number of.....有数目繁多的.....

lentil and squash soup 扁豆南瓜汤

red or white 红葡萄酒还是白葡萄酒

sourced locally 原料取自本地

vegetarian dishes 素食菜谱

vegetarian food 素食

white wine 白葡萄酒

wine list 酒水单

观光旅游 **Sightseeing**

旅程安排

Have you ever been to the Great Wall before? 你以前去过长城吗?

I've organized a car to take us today after breakfast. 我已经安排了一辆车今天早饭后带我们去。

How long will it take to get there? 去那里需要多长时间?

It will take about an hour and a half from here. 从这儿走大约需要一个半小时。

景区特色

It'd be a pity to come all the way to China and then not see the Great Wall. 大老远地来到中国，却没见到长城，会非常遗憾的。

It's very popular with the tourists. 那里是旅游热点。

I suppose I go about two or three times a year. 我想我每年会去

两三次。

It's a great place for hiking, fresh air, and amazing pictures.那是远足的好地方，空气清新，景色优美。

备用句

I've always wanted to go.我一直想去。

It's great to actually see some of the sights while on a business trip.出差时能去一些景点玩，实在是太好了。

There isn't always time for that.并不是每次都有时间出去旅游。

And you know what they say?知道别人是怎么说的吗？

We'd better get a move on then！那我们赶紧去吧！

情景对话

对话场景：玛丽建议吉姆游览长城，她安排了车辆，确定了日期和时间。

句型重点：推荐景点，介绍景点的特色。说明交通安排。

Mary : Have you ever been to the Great Wall of China before?

游长城是首选

Jim : No, but I've always wanted to go.

Mary : Great. I've organized a car to take us today after breakfast.

安排车，确定出发时间

Jim : That's fantastic. It's great to actually see some of the sights while on a business trip. There isn't always time for that.

Mary : It'd be a pity to come all the way to China and then not see the Great Wall.

不去那儿将抱憾终生！

Jim : Definitely.

Mary : And you know what they say, you're not a man until you've walked along the Great Wall of China !

Jim : Is that so? Well, we'd better get a move on then ! How long will it take to get there?

路上要多长时间？

Mary : It will take about an hour and a half from here.

Jim : What part of the Great Wall are we going to?

参观哪一段？

Mary : We're going to Badaling. It's very popular with the tourists.

Jim : Do you go to the Great Wall often?

Mary : I suppose I go about two or three times a year. It's a great place for hiking, fresh air, and amazing pictures.

译文

玛丽：你以前去过中国的长城吗？

吉姆：没有，但我一直想去。

玛丽：太好了，我已经安排了一辆车今天早饭后带我们去。

吉姆：太棒了。出差时能去一些景点玩，实在是太好了，因为并不是每次都有时间出去旅游。

玛丽：大老远地来到中国，却没见到长城，会非常遗憾的。

吉姆：那是当然。

玛丽：你知道中国人怎么说的吗——不到长城非好汉！

吉姆：真的吗？那我们赶紧去吧！到长城要多长时间？

玛丽：从这儿走大约需要一个半小时。

吉姆：我们要去长城的哪一段？

玛丽：我们要去八达岭。那里是旅游热点。

吉姆：你经常爬长城吗？

玛丽：我大约每年会去两三次。那是远足的好地方，空气清新，景色优美。

Review

情景词汇

actually 真实地

hiking 远足

pity 遗憾，可惜

sight 风景

suppose 认为；推断；假定

常用搭配

a business trip 商务旅行

amazing pictures 迷人的风景

an hour and a half 一个半小时

be a great place for..... 做.....的好地方

be very popular with the tourists 游客众多的

come all the way to..... 大老远地来到.....

fresh air新鲜空气

get a move on去一趟

organize a car安排一辆车

walk along.....走过.....

出境 Departures

感谢送行和回应

Thank you so much for seeing me off at the airport.非常感谢您到机场为我送行。

That's quite all right.没什么。

提出帮忙和回应

Let me help you with your bags.我来帮您提包吧。

You don't have to.没关系，不用的。

临别赠言

It was a pleasure meeting you.和您相处，我觉得很高兴。

We'll see you at the conferences in London then.我们伦敦开会时再见。

Let's keep in touch.我们保持联系吧。

Have a safe flight ! 祝您一路顺风！

备用句

Thank you for your hospitality.感谢您如此热情周到。

I am glad you had a chance to visit our office.我很高兴您能有机会到我们公司参观。

I hope you can come back soon.希望您能尽快回来。

Do you have your ticket?您带着机票了吗？

It's just an e-ticket.是一张电子机票。

Do you have your passport?您带好护照了吗？

See you in November ! 11月再见！

情景对话

对话场景：埃米送马丁到机场。她的过度细致让马丁不胜其烦。

句型重点：提醒别人，提供帮助和婉拒帮助。

Martin : Thank you so much for seeing me off at the airport.
That was really unnecessary, though.

送机真没太大必要

Amy : That's quite all right. We just want to make sure you get
back all right.

送了才放心嘛

Martin : Oh, I'm sure I'll be fine.

Amy : Here, let me help you with your bags.

帮您拿行李好吗？

Martin : You don't have to.

Amy : Do you have your ticket?

机票呢？

Martin : Yes, it's just an e-ticket.

Amy : And do you have your passport?

护照呢？

Martin : Yes, it's just here in my pocket.

Amy : OK, I'll just help you fill out the departure form.

要填表吗？

Martin : Really, that's quite all right. It's in English, after all !

这表您没法填！

Amy : OK, then. Well, it was a pleasure meeting you.

帮您我高兴

Martin : Likewise. Thank you for your hospitality.....I just hope you won't expect this when you come to the New York offices !

别指望纽约那帮人会这么热情！

Amy : OK, well, we'll see you at the conferences in London then. Have a safe flight !

Martin : Thanks ! See you in November !

译文

马丁：非常感谢您到机场为我送行。其实您不必来的。

埃米：没什么，我们只想确保您归途顺利。

马丁：哦，我肯定没事的。

埃米：来，我帮您提包吧。

马丁：不用了。

埃米：您带着机票了吗？

马丁：是的，就是一张电子机票。

埃米：护照带好了吗？

马丁：带好了，就在我口袋里。

埃米：好吧。那我来帮您填出境表格。

马丁：我自己填就行。这表毕竟是英文的嘛！

埃米：那好吧。嗯，和您相处，我觉得很高兴。

马丁：我也是。谢谢您如此热情周到……我只希望您来纽约办事处时可别想得到这样的款待。

埃米：好吧，那么，我们就伦敦开会时见。祝您一路顺风！

马丁：多谢！11月见！

Review

情景词汇

conference会议

departure离境

expect期望

hospitality热情好客

likewise同样，我也是（表达同感）

passport护照

unnecessary没必要的

常用搭配

after all毕竟，归根结底

departure form出境表格

e-ticket电子机票

fill out填写（表格）

get back all right归途顺利

have a safe flight一路顺风

in English用英文写的

quite all right没关系

see sb off为某人送行

市场和销售 **Marketing and Sales**

营销策略 **Marketing Strategy**

目标

I'd like to discuss how we might gain more of the market share.
我想谈论一下我们该如何获取更大的市场份额。

背景和挑战

We know where our competitors sit and challenges we face.我们
已经了解了竞争对手的处境以及我们所面临的挑战。

It seems clear to me that the biggest challenge is getting our
audience used to the idea of paying for content online.我认为，很明
显，最大的挑战是让我们的读者接受付费网站内容的理念。

策略和方式

What are we going to do about it?我们该怎么做？

We have to first understand that it may take some time to change our audience's mind.我们首先得明白，要改变读者的心理需要一定的时间。

We still need to offer free content to users while we build our user base.

在我们建立用户群的过程中，仍需要提供免费的内容。

The Internet could be a good way to provide customer service and support.互联网会是提供客户服务和支持的有力途径。

他人经验

How are other companies dealing with that?其他公司是怎么处理这个问题的？

Many companies are starting to offer paid subscriptions.很多家公司开始提供付费订阅。

Is that something we should consider?这个措施值得我们考虑吗？

备用句

How should we go about promoting it?我们该怎样开始推销呢？

It depends on how much money you are prepared to allocate.这取决于你准备拨出的预算金额。

We'd better start with a saturation program.我们最好从全面营销开始。

It will take time to get the word through to potential customers.让潜在顾客接受它需要花些时间。

情景对话

对话场景：总经理召集大家开会讨论如何提高市场份额。他们一致认为最大难题在于新的消费形式还缺乏市场认同。总经理建议吸取竞争对手的经验。

句型重点：描述严峻的竞争形势，提出举措。

Director : Hopefully you've all read through the competitor analysis that was sent to you last week.

讨论是基于对手的分析报告

Tony : Yes, we've done that.

Director : Good. What I'd like to do now is discussing how we might gain more of the market share. We know where our competitors sit and the challenges we face. Tony, what would you say our biggest challenge is?

最大挑战在哪儿？

Tony : Well, it seems clear to me that the biggest challenge is getting our audience used to the idea of paying for content online.

Director : That certainly is a problem. What are we going to do about it?

我们该怎么做？

Tony : Well, we have to first understand that it may take some time to change our audience's mind about what they pay for online.

Director : That's a good point. How are other companies dealing with that?

对手有何高招？

Tony : Well, many online newspapers are starting to offer paid subscriptions for some of the archived content. Director : Is that something we should consider?

我们要仿效吗？

Tony : Definitely. Of course, we still need to offer free content to users while we build our user base.

最好是新旧方式并用

Director : That sounds very sensible. OK, I'd like you all to take the next ten minutes to discuss some more ideas.

译文

总经理：希望大家都已经看过了上周送过来的关于竞争对手的分析报告。

托尼：是的，我们都看完了。

总经理：很好。我现在想要做的是讨论一下我们该如何获取更大的市场份额。我们已经了解了竞争对手的位置以及我们所面临的挑战。托尼，你认为我们最大的挑战是什么？

托尼：嗯，我认为，很明显，最大的挑战是让我们的读者接受付费网站内容的理念。

总经理：这确实是个问题。我们该怎么做？

托尼：嗯，我们首先得明白，要改变读者关于网站付费内容的观念，需要一定的时间。

总经理：你说得很对。那其他公司是怎么处理这个问题的？

托尼：嗯，很多家网上报纸开始对一些存档的内容实施付费订阅的措施。

总经理：这个措施值得我们考虑吗？

托尼：非常值得。当然，在我们建立用户群的过程中，仍需要提供免费的内容。

总经理：这听起来非常合理。好吧，我希望大家能在接下来的10

分钟内，讨论更多的想法。

Review

情景词汇

audience读者，观众，听众

consider考虑

sit位于

subscription订阅

user用户

常用搭配

a good point要点

archived content存档的内容

be starting to.....开始.....

build our user base建立我们的用户群

challenges we face我们面临的挑战

change sb's mind about sth改变某人关于某事的观念

content online网上内容

gain more of the market share获取更大的市场份额

get sb used to the idea of.....让某人接受.....的理念

offer free content提供免费内容

online newspaper网上报纸

paid subscriptions付费订阅

pay for.....为.....支付

完成销售指标 Meeting Sales Targets

描述指标

The company has decided on our sales targets for this year.公司已经确定了我们本年度的销售指标。

It's a slight increase of 10%from last year's targets.比去年的指标略微增长10%。

We are expecting to sell a total of.....worth this year.我们今年预计的销售额为.....

实现的方式

Do you think the targets are realistic?您认为这些指标能实现吗？

We think that these targets are achievable.我们认为这些指标是可以实现的。

The bonuses will be based on these sales targets.奖金数额将根据这些销售指标来定。

How will that affect the way we work?这种规定对我们的工作方式有什么影响吗？

It will be a big factor in hitting these targets.这将会对完成指标起到很大的作用。

We will have to include e-commerce and e-marketing into our marketing plans for this year.我们得将电子商务和电子营销纳入本年

度的营销计划。

备用句

This target represents a sharp increase from last year.这个目标比去年有很大的增长。

That is for the tax year.这是以财年为准。

They have set a target sales figure of 30 , 000 units per month.他们设定的预期销量是每月3万台。

We hope to break even within eighteen months.希望在18个月内就能扭亏为盈。

情景对话

对话场景：总经理宣布公司制订的年度指标。员工立即询问最关心的奖金问题。面对高额指标，大家寄希望于新兴的电子商务。

句型重点：描述业绩指标，说明增长数据。

Director : The company has decided on our sales targets for this year.

总经理宣布年度指标

Ali : Is it similar to the sales targets for last year?

Director : Well, it's a slight increase of 10%from last year's targets. That means that we are expecting to sell a total of\$1.5 million's worth this year.

不多，也就10%

Ali : Is that for the calendar year or the tax year?

Director : Good question, Ali. That is for the tax year.

Ali : Will our bonuses be based on these sales targets?

奖金跟着涨吗？

Director : Yes, but the bonuses will be based on the company hitting the global target—not the local targets.

要看公司全球指标是否完成

Ali : How will that affect the way we work?

Director : It should encourage more collaboration among the local teams.

所以要团结协作

Ali : Do you think the targets are realistic?

Director : We think that these targets are achievable. I think the launch of our new website, which offers e-commerce, will be a big factor in hitting these targets.

咱们还有电子商务！

Ali : That is a good point. We will have to include e-commerce and e-marketing into our marketing plans for this year.

Director : Great. I'm looking forward to seeing them.

我志在必得！

译文

总经理：公司已经确定了我们本年度的销售指标。

阿里：与上年度的销售指标差不多吗？

总经理：嗯，比去年的指标略微增长了10%。这意味着我们今年预计的总销售额为150万美元。

阿里：这是以日历年为准还是以财年为准？

总经理：问得好，阿里。是以财年为准的。

阿里：那我们的奖金数额是根据这些销售指标而定的吗？

总经理：是的，但是，奖金数额是根据公司完成的全球指标而定，而不是由地区指标而定的。

阿里：这种规定对我们的工作方式有什么影响吗？

总经理：这将会鼓励本地团队间更多的相互协作。

阿里：您认为这些指标能实现吗？

总经理：我们认为这些指标是可以实现的。我想我们新推出的电子商务网站，将会对完成指标起到很大的作用。

阿里：这是个不错的想法。我们得将电子商务和电子营销也纳入本年度的营销计划中。

总经理：很好。我期待能看到它们。

Review

情景词汇

achievable可以实现的

bonus奖金

factor作用

global全球的

realistic现实的

slight略微的

常用搭配

a big factor很大的作用

be based on.....根据.....

be similar to.....与.....差不多

calendar year日历年

e-commerce电子商务

e-marketing电子营销

encourage more collaboration鼓励更多相互协作

global target全球指标

good question问得好

sales targets for this year本年度的销售指标

local targets地区指标

tax year财年

hit the targets达成指标

sell a total of\$1. 5 million's worth售出150万美元的总值

slight increase略微增长

广告 Advertising

活动项目

We have planned a major TV advertising campaign for May of this year.我们策划了一期大型的电视广告活动，将于今年5月运行。

We are going to hold press conferences.我们打算召开媒体招待会。

宣传材料

We're working on some new promotional literature.我们正在制

作促销传单。

The promotional video is ready. 宣传短片已经制作好了。

It has strong branding and gives a good overview of the product. 它的品牌意识很强，并且很好地展现了产品。

The advertising agency has also mocked up some sample brochures for us. 广告公司给我们制作了一些样品宣传册。

Have you prepared any give-aways? 你准备派发的礼品了吗？

预算

Do you have the budget for that? 你有专项预算吗？

I know it can be quite expensive, but it would help to sell our vision. 我知道会比较贵，但它能帮助我们推广理念。

备用句

The promotional video matches the story board to a T. 宣传短片紧扣故事脚本。

How has this tied in with the off-line advertising? 这部短片怎么与非网络广告相配合？

They are due to take place on May 15th. 会议在5月15日召开。

We're going to launch the series on the first weekend of September. 我们预计在9月的第一个周末将该系列产品投放市场。

情景对话

对话场景：营销攻势即将展开，广告宣传片拍得很满意。萨莉和汤姆讨论其他宣传品和赠品的投放，以及相应的预算。

句型重点：说明各种宣传品和准备工作，以及预算。

Sally : The promotional video is ready. Would you like to see it?

广告宣传片已录制完成

Tom : Definitely. Have you seen it already?

Sally : Yes, I had a look at it this morning.

Tom : What do you think about it?

Sally : I'm quite impressed with it—it matches the story board to a T, has strong branding and gives a good overview of the product.

效果令人满意

Tom : How has this tied in with the off-line advertising?

Sally : The advertising agency has also mocked up some sample brochures for us, using the same theme, colors and strap line.

其他宣传品呢？

Tom : And have you prepared any give-aways?

有赠品吗？

Sally : We've been working on the idea of creating a memory stick that would hold a few samples of the product.

Tom : Do you have the budget for that?

想过这有多贵吗？

Sally : We're getting it costed at the moment. I know memory sticks can be quite expensive, but it would help to sell our vision of

driving technology forward.

贵但效果好啊！

Tom : I see where you're going with that. Let's have a look at the video.

译文

萨莉：宣传短片已经制作好了。你想看看吗？

汤姆：当然。你看过了吗？

萨莉：是的，我今天上午刚看了一下。

汤姆：那你觉得怎么样？

萨莉：我非常欣赏这部短片——它紧扣故事脚本，片中的品牌意识很强，并且很好地展现了产品。

汤姆：那这部短片怎么与非网络广告相互配合呢？

萨莉：广告公司根据这部短片给我们制作了一些样品宣传册，主题、色彩和标语都一样。

汤姆：你准备派发的礼品了吗？

萨莉：我们一直在努力想制作一个MS卡，卡的内存中有一些产品样品。

汤姆：那你有专项预算吗？

萨莉：我们现在正在估算成本。我知道MS卡会比较贵，但是它能帮我们推广促进科技进步的理念。

汤姆：我明白你的意思了。让我们先看看宣传短片吧。

Review

情景词汇

brand品牌

mock模仿

theme主题

give-away礼品

brochure宣传册

strap条

vision远见卓识

常用搭配

be quite impressed with.....非常欣赏.....

story board故事脚本

match.....to a T紧扣.....

have strong branding品牌意识很强

give a good overview of the product很好地展现了产品

tie in with.....与.....相互配合

off-line advertising非网络广告

mock up.....模仿制作.....

strap line标语

work on the idea of.....实现.....创意

memory stick MS卡

have the budget for.....有.....的预算

sell our vision of.....推广.....的理念

drive technology forward促进科技进步

it would help to.....它能帮着.....

汇率 Exchange Rates

描述汇率变化

What is the current exchange rate?当前的汇率是多少？

How about Chinese yuan to British pounds?人民币对英镑的汇率是多少？

It is now 7.9598 yuan to one dollar.现在1美元可兑换人民币7.9598元。

It was 1.5 dollars to 1 British pound.1.5美元兑换1英镑。

The dollar has gained strength over the pound.现在美元的走势已经强过英镑了。

That's changed dramatically in the last few months.汇率在过去几个月内发生了很大的改变。

汇率变化对业绩的影响

How do you think this will affect our bonus?你觉得这种改变会对我们的奖金有什么影响吗？

We'll be making more money on exports this year.今年我们的出口会赚更多的钱。

It will actually help us achieve our targets.这实际上会帮助我们实现目标。

The exchange rates are eating away at our profits.汇率变化正在吃掉我们的利润。

备用句

The dollar is falling steeply.美元大幅贬值。

The exchange rate of the Chinese yuan to the US dollar hit a new high recently.近来，人民币对美元的汇率达到了历史新高。

Exports are down by 30%because interest rates have gone up again.由于利率再次上升，出口下降了30%。

I hope it won't drop any more.我希望不要再贬值了。

I suppose until the market stabilizes, it's hard to say.我觉得在市场稳定之前还是很难说的。

情景对话

对话场景：杰夫和埃玛谈论汇率变化，以及公司业务因此受到的影响。

句型重点：描述汇率变化和公司业务。

Geoff : How are you doing with your budget, Emma?

Emma : I'm not sure, Geoff. Now that the dollar has gained strength over the pound, has this affected my budget?

汇率变动

Geoff : That's a good question. Although you're working in the UK, the budget is in US dollars.

预算不好做

Emma : That's right. I just can't get my head around it.

Geoff : I will take that up with Finance in our next meeting.

Emma : That's great. Just for the record, what is the current exchange rate?

当天汇率

Geoff : The last time I checked, it was 1.5 dollars to 1 British pound.

美元对英镑

Emma : And how about the Chinese yuan to British pounds?

人民币对英镑

Geoff : That's changed dramatically in the last few months. It's now 12 : 1.

大幅起落

Emma : How do you think this will affect our bonus?

Geoff : It's quite possible that it will actually help us achieve our targets.

未必不是好事

Emma : Why is that?

Geoff : We'll be making more money on exports this year.

出口赚得更多

Emma : That may be true, but I suppose until the market stabilizes, it's hard to say.

译文

杰夫：预算做得怎么样了，埃玛？

埃玛：我不知道，杰夫。现在美元的走势已经强过英镑了，这会
影响我的预算吗？

杰夫：问得好。虽然你在英国工作，但是，预算是以美元结算
的。

埃玛：不错。我就是不明白该怎么办了。

杰夫：我们下次开会时，我会和财务处商讨此事。

埃玛：太好了。当前的汇率是多少？我得记录一下。

杰夫：最后一次我查看时，是1.5美元兑换1英镑。

埃玛：那人民币对英镑的汇率是多少？

杰夫：这个汇率在过去几个月内发生了很大的改变。现在是12：
1。

埃玛：你觉得这种改变会对我们的奖金有什么影响吗？

杰夫：这反而很有可能帮助我们实现目标。

埃玛：为什么？

杰夫：因为今年我们的出口会赚更多的钱。

埃玛：或许如此，但我觉得在市场稳定之前还是很难说的。

Review

情景词汇

affect影响

current当前的

export出口

stabilize稳定

常用搭配

achieve our targets实现我们的目标

eat away at our profits吃掉我们的利润

interest rates利率

make more money on.....赚更多的钱

current exchange rate当前的汇率

gain strength over.....走势强过.....

in US dollars以美元结算

take sth up with sb和某人商讨某事

市场调查 Market Research

评价调查结果

There wasn't enough research done.市场调查的力度不够。

Some of the research might have been a bit outdated.可能有一些调查数据有点儿过时了。

Consumer reaction was good overall.消费者整体反馈不错。

The results of that recent market study came as a bit of a surprise.最新的市场调查结果让我有点儿吃惊。

It looks like we are far from meeting our targets.看样子我们远未达成指标。

咨询

I can start by talking to the design teams.我可以先和设计团队商讨一下。

I will consult an e-commerce specialist.我会咨询一下电子商务专家。

问卷调查

Excuse me, I work for ABC Unlimited. I am conducting a survey about traffic jams in the city. Would you mind helping me by filling out this survey? 打扰了，我是ABC公司的职员。我正在做一项关于城市交通堵塞的调查。您介意帮我填一下这份调查表吗？

I was wondering if you had time to answer a few questions for me. 请问您有时间回答几个问题吗？

I suppose I could spare a few minutes. 我想我可以抽出几分钟的时间。

备用句

How much market research have you done? 你们做了多少市场调查？

We need to base it on current research. 我们必须将计划基于当下的调查结果。

We have to do market research before we make a decision. 在做决定之前我们得先进行市场调查。

There are also some other factors we should consider, like the aging population. 我们还要考虑其他因素，比如人口的老龄化。

情景对话

对话场景：第一季度业绩没达标，梅甘和西蒙把原因归结为市场调查不足。两人商量扭转局面的对策。

句型重点：评价调查结果，说明行动方式。

Megan : It looks like we are far from meeting our targets for the first quarter.

业绩很难看

Simon : How did that happen?I thought our marketing plans were brilliant !

Megan : I'm a bit concerned that there wasn't enough research done.

大概是调查不够

Simon : We did base the plans on research. I suppose, some of the research might have been a bit outdated.

Megan : When our marketing plans include the use of the Internet, e-commerce and e-marketing, we need to base it on current research.

需要新的调查结果

Simon : Point taken.

Megan : And how about our designs?They seem a bit outdated, don't you think?

设计也显得陈旧

Simon : I suppose when you compare it to our competitors, it doesn't look very competitive.

Megan : We need to turn this around before the 3rd quarter results are in.

应迅速扭转局面

Simon : I can start by talking to the design teams about a new design.

找人商量

Megan : Great. I will consult an e-commerce specialist to see how we can optimize our use of the Internet.

找人咨询

Simon : That's great. Let's get started.

说干就干

译文

梅甘：看样子第一季度我们远未达成指标啊。

西蒙：这是怎么回事？我觉得我们的营销计划很棒啊！

梅甘：我有点担心市场调查的力度不够。

西蒙：营销计划确实是根据调查结果而制订的。我想，可能有一些调查数据有点儿过时了。

梅甘：当我们将网络、电子商务和电子营销也纳入营销计划时，我们必须将计划基于当下的调查结果。

西蒙：说得对。

梅甘：我们的设计怎么样？你不觉得它们有点儿过时了？

西蒙：与竞争对手相比，我觉得我们的设计看起来缺乏竞争力。

梅甘：我们要在第三季度的结果出来之前，扭转这种局面。

西蒙：我可以先和设计团队商讨一下新的设计。

梅甘：很好。我会咨询一下电子商务专家，看看怎样优化我们的网络使用。

西蒙：不错。我们开始行动吧。

Review

情景词汇

brilliant很棒的

competitive有竞争力的

consult咨询

optimize优化

outdated过时的

quarter季度

research调查

specialist专家

常用搭配

base the plans on.....根据.....制订计划

be far from meeting the targets远未达成指标

marketing plans营销计划

quarter results季度结果

3rd quarter results第三季度报告

be a bit concerned about/that.....有点担心.....

current research当下的调查结果

point taken说得对

start by.....从.....开始

turn this around扭转这种局面

售后服务 After a Sale

顾客询问

What kind of service do you provide after the products are purchased? 购买产品后你们能提供什么服务？

What happens if a product is delivered damaged?如果产品在交付时受损怎么办？

How about if a product breaks shortly after the product is delivered?如果交付之后不久产品就受损了，怎么办？

Can you guarantee that any damaged products will be replaced?你能保证更换任何受损产品吗？

商家的承诺和解释

I can assure you that we offer the highest quality of care for all of our customers.我可以向您保证，我们向所有客户提供最高品质的服务。

We've got a 24-hour hotline you can call to make a complaint.我们有24小时的服务热线，您可以打电话投诉。

If there are any problems at that time, they can be sent back with the driver.这时如果产品有任何问题，即可由司机带回厂家。

If products break within an unreasonable time frame, they will be replaced.如果产品在一定期限内受损，将由公司负责更换产品。

备用句

It depends on the case.这要视情况而定。

We have a clause in the purchase agreement that allows for this.我们的购买协议中有一项条文涉及这种情况。

I don't think you will have anything to worry about.我觉得您没有什么好担心的。

情景对话

对话场景：迈克向客户解释公司的售后服务，回答客户的问题。

句型重点：解释售后服务政策，回答客户疑问。

Jody : What kind of service do you provide after the products are purchased?

你们的售后服务怎样？

Mike : I can assure you that we offer the highest quality of care for all of our customers.

当然是最好的了

Jody : What happens if a product is delivered damaged?

Mike : When our products are delivered, we ask that they are checked immediately by the purchaser. If there are any problems at that time, they can be sent back with the driver.

东西坏了怎么办？

Jody : What if we miss something? If we have a large purchase, it won't always be possible to have someone on staff to check the products immediately.

找不到人呢？

Mike : We've got a 24-hour hotline you can call to make a complaint.

Jody : If I call the hotline with a complaint, can you guarantee that any damaged products will be replaced?

热线电话能解决问题吗？

Mike : It depends on the case, but I don't think you will have anything to worry about.

Jody : How about if a product breaks shortly after the product is delivered?

东西刚买不久就坏了呢？

Mike : We have a clause in the purchase agreement that allows for this. If products break within an unreasonable time frame, they will be replaced.

译文

乔迪：购买产品后你们能提供什么服务？

迈克：我可以向您保证，我们向所有客户提供最高品质的售后服务。

乔迪：如果产品在交付时受损怎么办？

迈克：我们在交付产品时，会要求买方现场验货。这时如果产品有任何问题，即可由司机带回厂家。

乔迪：如果我们错过一些程序怎么办？我们进行大型采购时，不可能每次都有工作人员现场验货。

迈克：我们有24小时服务热线，您可以打电话投诉。

乔迪：如果我打热线电话进行投诉，你能保证更换任何受损产品吗？

迈克：这要视情况而定，但我觉得您没有什么好担心的。

乔迪：那如果交付之后不久产品就受损了，怎么办？

迈克：我们的购买协议中有一项条文涉及这种情况。如果产品在一定期限内受损，将由公司负责更换产品。

Review

情景词汇

assure保证

break破损

customer客户

clause (协议) 条文

deliver 运送 , 送货

damage 受损

purchaser 买方

hotline 服务热线

replace 更换

purchase 购买

常用搭配

a large purchase 大型采购

an unreasonable time frame 在一定期限内

be possible to.....可能.....

damaged products 受损产品

have someone on staff 有工作人员在现场

highest quality of care 最高品质的服务

provide service 提供服务

sent back 带回

What if.....? 如果.....怎么办 ?

make a complaint 投诉

purchase agreement 购买协议

shortly after之后不久

买和卖 Doing Business

查询信息 Making an Inquiry

客户

I'd like a copy of the new catalogue, please.我想要一份新的产品目录，谢谢。

Could you send me this year's brochure for the new line of furniture?你能寄给我一份今年新的家具产品手册吗？

Can you send me this year's price list by e-mail?你能把今年的价目表用电子邮件发给我吗？

Can I have all three, please?我能3种都要吗？

商家

How may I help you?请问您需要什么帮助？

Would you like the car, truck or jeep catalogue?有汽车、卡车和吉普车目录，您想要哪一种？

Could I have your name, please?能告诉我您的姓名吗？

Your house number and street name?您的门牌和街道名称是什么？

Your city and zip code?您所在的城市和邮编呢？

And a phone number please?您的电话号码是多少？

Can I have your e-mail address?您的电子邮件地址是？

They should arrive in a week.目录应在一周后寄到。

备用句

Can I help you?愿为您效劳。

Can I have your name and address, please?请留下您的姓名和地址。

Let me just check.我查一下。

Do you have a website?你们有网站吗?

OK, that's everything.都齐了。

情景对话

对话场景：杰克打电话到一家公司的服务中心索取产品手册。

句型重点：说明信息需求和联系方式。

Customer Services : Customer Services, how may I help you?

Jack : I'd like a copy of the new catalogue, please.

想要一份新的产品目录

Customer Services : Would you like the car, truck or jeep catalogue?

哪一种?

Jack : Can I have all three, please?

Customer Services : Of course. Could I have your name, please?

留下姓名

Jack : Yes, it's Jack Jackson.

Customer Services : Could you spell your last name please?

Jack : Yes, that's J-A-C-K-S-O-N.

Customer Services : Thank you. Your house number and street name?

地址

Jack : Apartment 5 , Randolph Avenue.

Customer Services : Your city and zip code?

城市代码和邮政编码

Jack : Charleston , 92834.

电话号码

Customer Services : And a phone number please?

Jack : 555-1033.

Customer Services : Thanks. They should arrive in a week.

寄达时间

译文

客服：客户服务部，请问您需要什么帮助？

杰克：我想要一份新的产品目录，谢谢。

客服：有汽车、卡车和吉普车目录，您想要哪一种？

杰克：我能3种都要吗？

客服：当然可以。能告诉我您的姓名吗？

杰克：好的，我叫杰克·约翰逊。

客服：您能拼一下您的姓吗？

杰克：可以，是J-A-C-K-S-O-N。

客服：谢谢。您的门牌和街道名称是什么？

杰克：伦道夫大街，5号公寓。

客服：那您所在的城市和邮编呢？

杰克：查尔斯顿，邮编是92834.

客服：您的电话号码是多少？

杰克：555-1033.

客服：多谢。目录应在一周内送到。

Review

情景词汇

catalogue产品目录

spell拼写

常用搭配

a copy of一份

house number家庭电话号码

in a week一周内

last name姓

street name街道名称

zip code邮编

下订单 Placing an Order

询问

I'd like to order some desks.我想订购书桌。

Can you make the shelves to our specifications?你能根据我们的

要求生产这种书柜吗？

We like the oak desks from the Modern series. It's on page nine of your catalogue. 我们喜欢“现代”系列中的那款橡木办公桌，在你们产品目录的第9页。

尺寸要求

Can you tell me the shelf dimensions? 能告诉我柜子的尺寸吗？

The standard unit is 48"wide , 42"high and 20"deep. 标准件是48英寸长，42英寸高，20英寸宽。

Can you shorten them slightly to fit our offices? 能否稍微缩短一下尺寸以便适合我们办公室？

Would you like our team to come to your offices to measure the space? 您希望我们的工作人员去测量一下你们的办公室面积吗？

数量要求

We'll need about 500 units per order. 每单大概500个。

Do you have any in stock? 你们有现货吗？

We'll take ten black ones and ten blue ones. 我要买黑色和蓝色的各10把。

加工时间

How long will it take for our order to be delivered? 交货需要多长时间？

We will be able to complete production within two weeks. 我们能在两周内完成加工制作。

备用句

I'd like to inquire about customized desks.我想询问有关定制办公桌的事宜。

We have a very similar model in the Sleek series.我们在“流畅”系列中有一款相似的办公桌。

It looks like we can not make any changes to the dimensions of those desks.看样子我们对这款办公桌的尺寸不能做任何改动。

We have some of those in stock.我们备有现货。

情景对话

对话场景：家具公司接到一笔订单，制作一种特殊尺寸的桌子。

句型重点：说明商品的尺寸和规格。

Receptionist : Office Furniture Unlimited, this is Kim. How may I help you?

Office Assistant : I'd like to inquire about customized desks.

客户想定制桌子

Receptionist : OK, did you have something in mind?

Office Assistant : We like the oak desks from the Modern series that you have on page nine of your catalogue. However, we were wondering if you would be able to shorten them slightly to fit our offices.

能改尺寸吗？

Receptionist : Let me check if those desks are customizable..... Let's see. It looks like we can not make any changes to the dimensions of those desks. However, we have a very similar model in the Sleek series on page twelve that we can amend for you.

这个系列的不能改，但另一种可以

Office Assistant : You're right. They are very similar. Yes, I think we'll go with those then.

Receptionist : How many desks would you like?

订多少？

Office Assistant : Twenty-four desks, please.

Receptionist : Would you like our team to come to your offices to measure the space?

需要实地丈量吗？

Office Assistant : That would be great.

Receptionist : What time would be convenient for you?

什么时间去？

Office Assistant : How about tomorrow morning at 8 o'clock?

Receptionist : OK, I'll have Larry and Darryl show up then.

译文

接待员：办公家具无限责任公司，我是金，需要什么帮助吗？

办公室助理：我想询问有关定制办公桌的事宜。

接待员：好的，您对办公桌有何设想吗？

办公室助理：我们喜欢“现代”系列中的那款橡木办公桌，在你们产品目录的第9页。但我们想知道桌面长度能否稍微缩短一下，以便能适合我们办公室的面积。

接待员：我查一下这款办公桌能否定制……我们来看看。看样子我们对这款办公桌的尺寸不能做任何改动。但是，在产品目录第12页的“流畅”系列中有一款办公桌与之相似，我们能对这款做一些改动。

办公室助理：不错，它们非常相似。好，那我们就定制这款吧。

接待员：那你们想要多少张办公桌？

办公室助理：24张。

接待员：您希望我们的工作人员去测量一下你们的办公室面积吗？

办公室助理：那就太好了。

接待员：那您什么时间方便？

办公室助理：明天早上8点怎么样？

接待员：好的，我会派拉里和达里尔去的。

Review

情景词汇

amend修改

customizable可定制的

customized定制

dimension尺寸

furniture家具

inquire询问

measure测量

oak橡木

shorten缩短

sleek线条流畅的

常用搭配

go with.....同意要.....

have something in mind有设想

inquire about.....询问关于.....

measure the space测量面积

oak desk橡木办公桌

office furniture办公家具

shorten them to fit our offices缩短以便能适合我们办公室

show up前往

the Modern series“现代”系列

讨价还价 **Getting a Bargain**

询价

What's the unit price for 1000?订1000件单价是多少？

What size order are you thinking about?您考虑订多少？

报价

That's the best I can do.这是最优惠的价格。

If you order more, we can lower the price even more. 500 units is not exactly a big order for us.订得越多价格越低。500件对我们来说算不上可观的订量。

We are willing to go down to \$3.50 per unit for a minimum order of 5000.若最小订量超过5000块，我们愿意降至每块3.5美元。

还价

I was hoping for a lower price.我希望价格再低点儿。

\$200 per unit seems a bit high to me.单价200美元有点儿贵了。

I happen to know that you went down to \$2.50 per unit for another company.我偶尔得知你们给另一家公司降到了每块2.5美元。

成交

Make it 7500 and we've got a deal.你们要是订7500块，我们就成交。

备用句

Have you considered going down in price?你考虑过降低价格了吗？

That's still more than we are willing to pay.这仍然高于我们的期望价格。

If the market is there, we will definitely order more in the next quarter.如果有市场，下季度我们肯定会多订。

They had a minimum order of 10,000 units.他们的最小订量是10,000块。

I'm afraid you have to take care of the insurance fees.恐怕你们得自己付保险费了。

情景对话

对话场景：买方以另一家公司拿到了更低价为由要求卖方降价。双方在单价和起订量之间展开争论，最后终于达成交易。

句型重点：讨价还价的表示法。

Holly: Bathroom Dreams, this is Holly speaking.

Greg : Hi, Holly. This is Greg calling from Styles for Tiles.I spoke to you last week about purchasing the Moroccan tiles.

卖家主动跟进

Holly : That's right. Have you considered going down in price?

同意降价吗？

Greg : Yes, I've had a discussion about it with my manager, and we are willing to go down to\$3. 50 per unit for a minimum order of 5000.

可以降到.....

Holly : I see. That's still more than we are willing to pay.I happen to know that you went down to\$2.50 per unit for another company.

可另一家拿的价位更低

Greg : That's true, but we have been with the company for many years.

他们是老客户

Holly : From what I understand, the length of time you know someone shouldn't affect your profitability.

Greg : I guess that's true, but they also had a minimum order of 10 , 000 units.

人家订量高

Holly : So, what do you say you drop the price to\$3. 00 per unit for a minimum order of 7000?

我也多订一些

Greg : Make it 7500 and we've got a deal.

成交

Holly : I'm happy with that. Can you deliver them today?

Greg : Certainly.

译文

霍利：梦幻浴室公司，我是霍利。

格雷格：你好，霍利。我是风尚瓷砖公司的格雷格。上周我和您谈过采购摩洛哥瓷砖的事情。

霍利：不错。你考虑过降低价格了吗？

格雷格：是的，我已经和经理商讨过此事了，若最小订量超过5000块，我们愿意降至每块3.5美元。

霍利：我明白了。但这仍然高于我们的期望价格。我偶尔得知你们给另一家公司降到了每块2.5美元。

格雷格：不错，因为我们已经与对方合作多年了。

霍利：但在我看来，相识时间的长短应该不会影响贵公司的获利能力。

格雷格：或许如此，但是他们的最小订量是10,000块瓷砖。

霍利：那么，如果我们订7000块，你们降到每块3美元如何？

格雷格：你们要是订7500块，我们就成交。

霍利：这个结果我很满意。你们今天能发货吗？

格雷格：当然可以。

Review

情景词汇

consider考虑

deliver发货

minimum最小的

per每个

profitability获利能力

tile瓷砖，地砖

常用搭配

be happy with.....对.....满意

be willing to.....愿意.....

call from.....从.....（公司）打过来

drop the price to\$3. 00 per unit将单价降到3美元

get a deal达成交易

have a discussion about sth with sb与某人商量某事

go down in price降价

have a minimum order of 10 , 000 units最小订单量10 , 000块

make it.....要是做到.....

the length of time时间长短

per unit每单位（件）

打折优惠 **Offering Discounts**

客户问询

Do you offer any discounts to regular clients? 你们给长期客户打折吗？

Do we qualify for any of your discounts? 我们有资格享受哪个打折方案呢？

What discounts will you be able to offer for prompt payment? 立即付款有多大折扣？

商家解释政策

We offer a number of discounts. 我们会提供很多种打折方案。

It depends on the size of the orders and the regularity of the orders. 打折程度要依订单量和订单频率而定。

You would qualify for the prompt payment scheme. 你们有资格享受及时付款方案。

A payment should be made within seven days of receipt of invoice. 收到发票后7日内付款。

讨论折扣

A 4% discount is our best offer for the quantities you are requesting. 就您的量来说，4%是我们能给的最低折扣。

The set price is £2500 each and we can give you a 10% discount. 标价是每把2500英镑，我们可以给10%的折扣。

If you give us a discount of 6%, we can pay within sixty days. 如果给我们6%的折扣，我们就在60天内付款。

备用句

I'd have to have this approved by my manager. 这得经理批准。

We pay upon receipt of the invoice. 我们收到发票立即付款。

I'll have my manager contact you about it later this week. 本周

早些时候我会请经理就此事联系你们。

情景对话

对话场景：凯特向客户索耶解释公司的折扣政策，告诉他如果在一定期限内付款，就可以享受优惠折扣。

句型重点：说明折扣的实施方法。

Kate : I think we've discussed everything from our side. Did you have any other questions?

Sawyer : Yes, there's just the final issue of payment. Kate : Yes, of course.

Sawyer : Do you offer any discounts to regular clients?

老客户有折扣吗？

Kate : Yes, we offer a number of discounts. It depends on the size of the orders and the regularity of the orders.

视订单大小和频率而定

Sawyer : Do we qualify for any of your discounts?

Kate : I'd have to have this approved by my manager, but it looks like you would qualify for the prompt payment scheme.

你们能享受及时付款政策

Sawyer : Some of our other vendors offer the same kind of discount. How do you define prompt?

Kate : Prompt for our company means that a payment has been made within seven days of receipt of invoice. Is that something you are interested in?

收到发票后7日内付款

Sawyer : Yes, of course. How shall we proceed?

怎么办理？

Kate : I'll have my manager contact you about it later this week.

Sawyer : Actually, you can have your manager contact the Finance Director. I will send you his details in an e-mail.

和财务联系

Kate : Great. I'll be in touch soon.

译文

凯特：我想我们这边一切都已商定好了。您还有其他问题吗？

索耶：有，就剩最后一项付款问题了。

凯特：是的，当然。

索耶：你们给长期客户打折吗？

凯特：是的，我们会提供很多打折方案。打折程度要依订单量和订单频率而定。

索耶：我们有资格享受哪个打折方案呢？

凯特：这得由经理批准，不过看样子你们应该有资格享受及时付款方案。

索耶：我们其他一些货主都给我们打了同样的折扣。“及时”是怎么定义的呢？

凯特：对我们公司而言，“及时”意味着收到发票后7日内付款。您对这个方案感兴趣吗？

索耶：是的，当然。我们该怎么做？

凯特：本周晚些时候，我会请经理就此事联系你们。

索耶：其实，你可以请经理联系财务总监。我会发给你一封电子邮件，告知他的联系方式。

凯特：太好了。我将尽快与你们联系。

Review

情景词汇

define定义

detail具体情况

proceed接着做

prompt及时的

receipt收到

regularity频率

scheme方案

vendor货主，供应商

常用搭配

contact sb about sth为某事与某人联系

from our side就我们这方面

have this approved by.....由.....批准

later this week本周早些时候

offer discounts to.....向.....提供折扣

prompt payment scheme及时付款方案

qualify for.....有资格.....

regular client长期客户

the final issue最后一项

the regularity of the orders订单频率

the size of the orders订单量

发货 **Making a Delivery**

发货时间

Can you deliver them tomorrow?你们明天可以送货吗？

We'll ship your order within 48 hours.我们会在48小时内发货。

They usually arrive within about 10 days.通常大约10天之内就可以到货。

运输方式

How would you like it shipped?怎样发货给您？

Sea shipping is probably the cheapest option, but it'll take over a month.海运可能是成本最低的了，但至少需要一个月的时间。

You'd better send it by plane if it's urgent. But it will cost hundreds of yuan.如果是急需的话，我建议您走空运。但需要花费几百元。

催货及回应

I ordered them one month ago and they still haven't arrived.一个月前我就订了，但至今尚未收到。

You promised to send it to me immediately.你保证过立即发货。

We're very sorry about the delay.我们非常抱歉耽误了时间。

查询

I'd like to inquire about a delivery.我想查我订的货。

Do you have your reference number at hand?您手上有发货号吗?

Let me look into this for you.让我帮您查查。

备用句

It will take two days for shipping to the port of Shanghai.货运到上海港要两天。

Express Mail Service is very expensive.快递是很贵的。

We usually ship items through Standard Air Mail.我们通常采用普通航空件的方式。

Will we have to pay tariffs on our imports?我们需要交进口关税吗?

I placed my order a week ago.一周前我就下了订单。

They tried to deliver them three times but no one was home.他们已经送了3次货，但一直没人在家。

Would you like to schedule another delivery?您想再定一次送货时间吗?

情景对话

对话场景：杰德订的货还没送到。他打电话到商场服务中心查询。服务中心表示重新安排送货。

句型重点：查询送货情况。

Customer Services : Home Space, this is Cheryl. How may I

help you?

Jed : I'd like to inquire about a delivery.

查询送货

Customer Services : Do you have your reference number at hand?

发货号 ?

Jed : Yes, it's GVXS 319776.

Customer Services : And your last name, please?

姓名 ?

Jed : It's Wilson.

Customer Services : Thank you. What is your inquiry about?

Jed : I ordered three plastic storage containers one month ago and they still haven't arrived.

订购时间 ?

Customer Services : I'm so sorry. Let me look into this for you.

Jed : Thank you.

Customer Services : I see. It looks like they tried to deliver them three times but no one was home. Would you like to schedule another delivery?

要重新安排送货吗 ?

Jed : Yes, how about this Thursday at 3 : 00 PM? Customer Services : That's fine.

Jed : Thank you !

译文

客服：家园空间公司，我是谢里尔。您需要什么帮助吗？

杰德：我想查询发货。

客服：您手上有发货号吗？

杰德：有，是GVXS 319776.

客服：请问您贵姓？

杰德：威尔逊。

客服：谢谢。您有什么问题？

杰德：一个月前我订购了3个塑料储存柜，但至今尚未收到。

客服：非常抱歉。让我帮您查查。

杰德：谢谢你。

客服：弄清楚了。看样子他们已经送了3次货，但一直没人在家。您想再定一次送货时间吗？

杰德：是的，本周四下午3点怎么样？

客服：没问题。

杰德：谢谢你！

Review

情景词汇

container 储存柜

reference 参考号

tariff 关税

常用搭配

have.....at hand 手上有.....

look into sth 调查某事

plastic storage container 塑料储存柜

reference number 发货号

schedule another delivery 再定一次送货时间

ship to.....把货运到.....

the port of Shanghai 上海港

Express Mail Service (EMS) 快递

Standard Air Mail 普通航空件

place an order 下订单

催款 Requesting a Payment

催款

We sent you the invoice on March 15th. 我们是3月15号给你寄的那张发票。

It was raised more than three months ago. 已经开给你3个月了。

This is the third time I've inquired about it. 这已经是我第3次询问此事了。

We still haven't received any payment. 我们至今没有收到付款。

When can you contact me? 你什么时候回复我？

The account number is..... 银行账户是.....

回应

Let me look into it for you. 让我帮你查查。

What was the date of the invoice? 发票日期是多少？

It looks like it is being processed right now. 看起来现在正在处理你的发票。

You should receive a payment within the next two to three working days. 你应该能在未来2到3个工作日内收到付款。

备用句

I'm terribly sorry about that. 实在是太抱歉了。

I remember we got it last month. 我记得是上个月收到的吧。

I'll check and get back to you. 我去查一下再回复你。

We asked our bank to transfer the money, but they couldn't. 我们曾委托银行转账，但他们无法转。

They said that the information about your bank account was incorrect. 他们说你们银行账号的信息不准确。

I'll ask our bank to transfer the amount to you as soon as they open tomorrow morning. 我会通知银行，明早一营业便将货款转过去。

I look forward to hearing from you. 希望尽快得到你的回复。

情景对话

对话场景：发票寄出3个月仍没有收到回款。休打电话到对方公司质问。对方开始支吾其词，后来表示会很快付款。

句型重点：催款的说法，说明发票和付款情况。

Finance Department : Hello, XYZ Finance Department, this is Tony speaking.

Sue : Hi Tony, this is Sue Golden calling. Did you receive my e-mail?

事先已多次催问

Tony : No, I don't believe that I have. What was it about?

Sue : It was about the invoice I sent to you three months ago.

发票已寄出3个月

Tony : Oh?Have you not received your payment yet?

Sue : No, I haven't. This is the third time I've inquired about it, too.

一再拖延

Tony : I'm terribly sorry about that. Let me look into it for you.What was the date of the invoice?

这就查

Sue : September 11th.

Tony : And how do you spell your last name?Sue : It's G-O-L-D-E-N.

Tony : OK, Sue, I have good news for you. It looks like it is being processed right now, so you should receive a payment within the next two to three working days.

已经安排付款

Sue : That's great. Thanks for looking into that.

Tony : If you have any further inquiries about your invoice, be

sure to let me know.

译文

财务部：你好，XYZ财务部，我是托尼。

休：你好托尼，我是休金。你收到我的电子邮件了吗？

托尼：没有，我确定没有收到。邮件内容是什么？

休：是关于3个月前我给你的发票。

托尼：是吗？你还没有收到付款吗？

休：没有。这已经是我第3次询问此事了。

托尼：实在是太抱歉了。我帮你查查。发票日期是多少？

休：9月11号。

托尼：你的姓怎么拼？

休：G-O-L-D-E-N.

托尼：好的，休。告诉你一个好消息。看起来现在正在处理你的发票，所以你应该能在未来2到3个工作日内收到付款。

休：太好了。谢谢你帮我查看此事。

托尼：如果你对发票还有任何疑问，一定要告诉我。

Review

情景词汇

invoice 发票

payment 付款

process 处理

常用搭配

bank account 银行账号

have good news for sb 有好消息给某人

the date of the invoice 发票日期

within two to three working days在2到3个工作日内

transfer the money (银行) 转账

质量管理 Quality Control

评价供货质量

I do not believe they can guarantee to meet our quality standards.我认为他们无法保证达到我们的质量标准。

We have checked with the manufacturer and he confirms he can meet our requirements.我们已经和制造商谈过，他们确认可以达到这些要求。

It is clear that our requirements are not being met.很明显，他们并未达到我们的要求。

质量监控办法

We need to put our own quality control inspector on the project.我们需要在这个项目中安排一位我们的质量管理监察员。

Let's set up a meeting to discuss our requirements.我们来安排一次会议商讨工作要求。

We can give them a three-month trial period to clean up their act.我们可以给供货商3个月的试用期来让他们改正错误。

I think we should start looking at other suppliers.我认为我们现在应该开始留意其他供应商了。

I'll contact HR about finding an inspector.我会联系人力资源部找个监察员。

备用句

We have our own quality control inspectors onsite at the manufacturer's plant.我们在制造商的工厂里安插了自己的质量监控人员。

Our requirements are a bit more stringent than those of other companies.我们的要求比别的公司要严格一些。

We have an enviable reputation to uphold.我们公司有令人羡慕的名声。

We have to do everything we can to uphold our company's reputation.我们要竭尽所能维护公司的声誉。

情景对话

对话场景：供货质量有问题，总经理和部门主管商量解决之道。

句型重点：评价供货质量，说明改进方式。

Director : Do you have any concerns about the project?

Manager : I do. I am concerned about the suppliers.I do not believe they can guarantee to meet our quality standards.

对供货质量表示担心

Director : Really?Why is that?

Manager : After reviewing their work, it is clear that our requirements are not being met.

样品没有达标

Director : Do we need to go over our requirements and specifications with them again?

应向供货商重申标准

Manager : That might help. I think that we also need to put our own quality control inspector on the project to ensure that their work reaches our high standards.

还要安插质检员

Director : That sounds sensible. Let's set up a meeting to discuss our requirements and then talk to HR about getting an inspector on the case. We can then give them a three-month trial period to clean up their act.

两手准备

Manager : I agree. We have to do everything we can to uphold our company's reputation.

Director : I think we should also start looking at other suppliers in case we do need to find a new supplier at the end of the trial period.

物色新的供货商以防万一

Manager : I'll contact HR about finding an inspector and have one of the assistants schedule a meeting with the suppliers.

Director : Great. Thanks for bringing that to my attention.

译文

总经理：你对这个项目有何担忧吗？

部门主管：有，我对供货商不太放心。我认为他们无法保证达到我们的质量标准。

总经理：真的吗？为什么？

部门主管：在检查了他们的工作后，显然，他们达不到我们的要求。

总经理：需要再次去向他们重申我们的要求及规格吗？

部门主管：这或许能有所帮助。我认为为了确保供货商以最高标准完成工作，我们需要在这个项目中安排一位我们的质量管理监察员。

总经理：你说得有道理。我们来安排一次会议商讨工作要求，然后与人力资源部谈谈在这个项目中安排一名监察员。之后，我们可以给供货商们3个月的试用期来让他们改正错误。

部门主管：我同意。我们要竭尽所能维护公司的声誉。

总经理：我想，万一我们在试用期结束后需要新的供应商，那现在就应该开始留意其他供应商了。

部门主管：我会联系人力资源部找个监察员，并让助理安排一个与供货商的会议。

总经理：很好。谢谢你让我注意到了此事。

Review

情景词汇

ensure保证

requirement要求

specification规格

supplier供货商

uphold维护

常用搭配

clean up one's act改正错误，重新开始

a three-month trial period 3个月的试用期

go over sth with sb向某人重申某事

meet our quality standards达到我们的质量标准

reach high standards达到高标准

uphold our company's reputation维护公司的声誉

get sb on the case安排某人做这个项目

bring that to my attention让我注意到此事

in case万一

meet our requirements达到我们的要求

quality control inspector质量管理监察员

schedule a meeting with.....安排一个与.....的会议

set up a meeting开会

投诉 **Making a Complaint**

顾客投诉

I've got a complaint to make.我有问题要投诉。

These aren't the things we ordered.这些货不是我们要的。

Nearly all of them were broken.几乎所有的货都坏了。

To be honest, I find this quite unsatisfactory.老实说，我对这次供货很不满意。

要求退货

I would like to return this dress.我想退掉这件衣服。

Can I get a refund?可以退款吗？

商家回应

What is the problem?有什么问题？

Can I take your reference number, please?请问您的发货号是多少？

Do you have the receipt?您有收据吗？

We can replace them for you immediately.我们会立即为您更换。

I can help you find the right size.我可以帮您调换尺码。

Send them back to us, and we'll refund the full cost.给我们送回来吧，我们将退还所有费用。

To show you our appreciation, we'll take 25% off your bill.为表示我们的诚意，我们将免除您25%的账单金额。

备用句

It was not the type we ordered. We wanted A, not B.型号不对。我们要的是A，不是B。

If this happens again, I'm going to have to find another supplier.如果此类事情再次发生，我就得另找供货商了。

Please tell me what's wrong and we'll send the correct order to you rightaway.请告诉我问题出在哪儿，我们将马上把您需要的货发过去。

I assure you that the correct items will be on their way to you tonight, special delivery.我保证今晚就以特快专递的方式发出你们需要的货。

Again, my apologies.我再次表示歉意。

情景对话

对话场景：总台接到投诉电话后安抚顾客，表示立即退换商品，同时让出折扣平息顾客的怒气。

句型重点：投诉的说法，道歉，安慰。

Receptionist : This is Office Supplies, Mary speaking. How may I help you?

Assistant : I'd like to make a complaint about a recent delivery.

顾客投诉

Receptionist : Can I take your reference number, please?

问发货号

Assistant : It's W3Z 9A5.

Receptionist : And your name, please?

姓名

Assistant : This is Jane calling, from ABC Publishing.

Receptionist : And what is the problem, Jane?

称呼顾客名字有安抚作用

Assistant : The light bulbs that I ordered for the department were delivered today, and nearly all of them were broken.

Receptionist : I'm so sorry about that. If you let me know how many are broken, we can replace them for you immediately.

表示可以马上退换

Assistant : Let's see.....That's 75 light bulbs. To be honest, I

find this quite unsatisfactory.If this happens again, I'm going to have to find another supplier.

顾客不依不饶

Receptionist : Again, my apologies. To show you our appreciation for your business, we'll take 25%off your bill.

承诺打折

Assistant : Thank you.

顾客怒气顿消

Receptionist : You're welcome.

译文

接待员：办公用品公司，我是玛丽。您需要什么帮助吗？

助理：我想就近期的一次发货提出投诉。

接待员：能告诉我您的发货号吗？

助理：是W3Z 9A5。

接待员：请问您的姓名是？

助理：我是ABC出版社的简。

接待员：有什么问题，简？

助理：今天我收到了为部门订购的灯泡，但几乎所有的灯泡都坏了。

接待员：非常抱歉。如果您能告诉我受损灯泡的数量，我们会立即为您更换。

助理：让我看看……有75个。老实说，我对这次供货很不满意。如果再次发生此类事情，我就得另找供货商了。

接待员：我再次表示歉意。为表示我们对贵公司的感谢，我们将免除您25%的账单金额。

助理：谢谢。

接待员：不用谢。

Review

情景词汇

apology道歉

appreciation感谢

bill账单

get a refund得到退款

receipt收据

return退（货）

type型号

unsatisfactory不满意

常用搭配

be on their way to正运往.....

correct order/items所要的货

make a complaint about就.....提出投诉

office supplies办公用品

reference number货单号

refund the full cost退还所有费用

right size正确的尺寸

show you our appreciation表示我们的诚意

to be honest老实说

special delivery特快专递

take 25% off your bill免除25%的账单金额

库存管理 Stock Control

库存现状

It looks like we have a surplus of goods.似乎我们的货有积压了。

We have been accumulating too much inventory this quarter.本季度我们已经积压了大量的库存。

We're not moving the stock fast enough.我们出货不够快。

If we don't get rid of it soon, it will expire.如果我们无法尽快售出这些库存，产品就会过期。

减少库存积压

We have to get rid of some of the stock by having a sale.我们得通过降价促销，减少部分库存。

We have to sell it at cost.我们只得以成本价卖出。

We can shorten the time between orders.我们可以缩短订货间隔时间。

We can place orders every month instead of every quarter.我们可以按月采购，而不是按季度采购。

Smaller orders and faster delivery schedules will do the trick.小额订单和更快的交货速度会有效减少库存。

The time it takes to deliver the stock can be shortened. 发货时间能缩短。

备用句

We will look at how we can streamline the process further. 我们将研究一下如何进一步简化流程。

We may need to look at finding a more reliable supplier. 我们可能就得考虑寻找更可靠的供应商了。

We receive our packaging materials on a weekly order basis. 我们每周购进一次包装材料。

A large proportion of it has become surplus. 有很大一部分存货已经被积压了。

We've got to buy two to three months in advance. 我们必须提前两三个月进货。

By the time the stuff gets here, it is almost out of date. 货物到位时却几乎已经过期了。

情景对话

对话场景：总经理向采购员指出库存积压问题。采购员建议降价处理存货，同时改变进货方式。

句型重点：说明库存和进货方式。

Director : After reviewing your monthly reports, it looks like we have a surplus of goods. Is this correct?

总经理指出库存积压过多

Buyer : Yes, we have been accumulating too much inventory this quarter.

Director : What can you do to move the stock?

Buyer : Well, the first thing we'll have to do is to get rid of some of the stock by having a sale. If we don't get rid of it soon, it will expire and we won't even be able to sell it at cost.

采购员建议打折处理存货

Director : That's a good idea. What else can we do?

Buyer : I'm going to contact the suppliers to see if we can shorten the time between orders. Perhaps we can place orders every month instead of every quarter while we review the need for the products.

同时采用少而勤的进货方式

Director : That sounds sensible. How about the time it takes to deliver the stock? Can that be shortened?

Buyer : I will inquire about that, too.

Director : That's great. Report back in a month and, if needed, we will look at how we can streamline the process further. I'm fairly confident that smaller orders and faster delivery schedules will do the trick, but if not, we may need to look at finding a more reliable supplier.

总经理要求每月一报，并进一步改进流程

Buyer : OK. I will get started on it straight away.

Director : Thank you.

译文

总经理：看了你的月度报告，似乎我们的货有积压了，对吗？

采购员：是的。本季度我们已经积压了大量的库存。

总经理：为了减少库存，你能做些什么？

采购员：嗯，我们首先要做的是通过降价促销，减少部分库存。如果我们无法尽快售出这些库存，产品就会过期，那时想要以成本价出售也不可能了。

总经理：好主意。还能怎么做呢？

采购员：我会与供货商联系看看能否缩短订货间隔时间。或许我们可以改为按月采购，而不是按季度采购，这样我们就能每月核对产品需求。

总经理：你说得很有道理。那送货时间呢？这也能缩短吗？

采购员：我也会问问这件事。

总经理：很好。一个月之后给我反馈报告。需要的话，到时候我们会研究一下如何进一步简化流程。我确信小额的订单与更快的送货速度会有效地减少库存。如果不行，我们可能就要考虑寻找更可靠的供应商了。

采购员：好的。我马上着手办。

总经理：谢谢。

Review

情景词汇

accumulate 积累

expire 过期

inventory 存货，库存

stock 库存

surplus 积压

常用搭配

deliver the stock 交货

do the trick见效

faster delivery schedules更快的交货速度

get rid of some of the stock减少部分库存

have surplus of goods有大量积压的库存

have a sale降价促销

if needed需要的话（插入语）

if not如果不行（插入语）

move the stock减少库存

monthly reports月度报告

shorten the time between orders缩短订货间隔时间

sell it at cost以成本价出售

smaller order小额的订单

get started on it着手干

streamline the process further进一步简化流程

straight away立即

参加国际展会 Attending International exhibitions

筹备展会 Preparations for an Exhibition

展会时间

We have a trade show in Frankfurt next month.我们下个月在法兰克福有个贸易展览会。

The exhibition opens on the 15th and lasts five days.展会15号开幕，持续5天。

We will leave on October 5th to set up the booth.我们10月5号出发去布置展位。

筹备情况

Who's going to man the booth?我们的展位谁负责？

It's the same size as the booth we had last year.展位和去年一样大。

How much time will we have to set up the booth before the event starts?活动开始前我们要用多长时间才能布置好展位？

We have 2000 copies of the handouts.我们有2000份传单。

We need one thousand more corporate brochures.我们还需要增加1000本分司的宣传手册。

展会安排

Will we have any free time to look at the other exhibitions?我们会有空余时间去看其他的展览吗？

I've scheduled in some free time for everyone.我已经为每个人都安排了自由参观时间。

备用句

Everything has been prepared for our booth.我们展位上的一切都准备好了。

This expo is the largest in our industry.这个展览会是我们行业中最大的一个。

It must be pretty exciting to see so many participants from all over the world.能够看到来自世界各地的参展商，一定非常激动人心。

It will be a good opportunity for us all to learn more about our competitors.这将是我們进一步了解竞争对手的大好时机。

We don't have enough of our flyers and handouts to pass out to all the attendees.我们没有足够的传单来发给每一位参会者。

Everyone from the marketing team will go for a day or two.销售团队的每个人都会去一两天。

We're allowed into the exhibition centre the night before it begins.在活动开始的前一天晚上，我们就能获许进入展览中心。

情景对话

对话场景：公司即将参加国际展会。活动经理和萨拉核对准备情况。

句型重点：说明展会的布置和准备情况。

Event Manager : Do you have any questions about the exhibition next month?

Sarah : Who is going?

谁去？

Event Manager : Everyone from the marketing team will go for a day or two, but I'd like you to be there for the entire four days.

Sarah : Are the handouts prepared yet?

宣传品准备好了吗？

Event Manager : Yes, we have 2000 copies of the handouts in boxes in the storage room.

Sarah : How big is the booth?

展位多大？

Event Manager : It's the same size as the booth we had at the Exhibition we had in Cardiff last year.

Sarah : That's a good size. How much time will we have to set up the booth before the event starts?

布展时间多长？

Event Manager : We're allowed into the exhibition centre the night before it begins, so I think we'll have about four hours.

Sarah : Will we have any free time to look at the other exhibitions and to go to the presentations?

有参观时间吗？

Event Manager : Yes, I've scheduled in some free time for everyone to do that. It will be a good opportunity for us all to learn more about our competitors.

Sarah : I'm looking forward to it.

译文

活动经理：你对下个月的展览有什么疑问吗？

萨拉：都有谁去？

活动经理：销售团队的每个人都会去一两天，但我希望你能在那儿待完这全部的4天。

萨拉：传单准备好了吗？

活动经理：是的，我们将2000份传单放在储藏室的箱子里了。

萨拉：展位有多大面积？

活动经理：与我们去年在卡迪夫展会的面积一样大。

萨拉：面积正合适。活动开始前我们要用多长时间才能布置好展位？

活动经理：在活动开始的前一天晚上，我们就能获许进入展览中心，所以我认为我们大约会有4小时的时间。

萨拉：我们会有空余时间去看看其他的展览，听听他们的发布会吗？

活动经理：有，我已经为每个人都安排了自由时间去做这些事情。这是我们进一步了解竞争对手的大好时机。

萨拉：我很期待这场展览。

Review

情景词汇

booth展位

brochure宣传手册

entire整个的

exhibition展览

flyer传单

handout传单

presentation发布会

常用搭配

a good opportunity for sb to do sth某人做某事的大好时机

be allowed into.....获许进入.....

exhibition centre展览中心

free time自由时间

go for a day or two去一两天

learn more about our competitors进一步了解竞争对手

schedule in.....把.....安排进日程

set up the booth布置展位

介绍新产品 **Overview of a New Product**

招呼客人

Are you interested in any particular products?您对哪项产品感兴趣呢？

Have you ever used an interactive whiteboard before?您以前用过互动电子白板吗？

Would you like me to demonstrate how to use it for you?您想让我为您演示一下怎么使用它吗？

Let me give you a copy of our latest catalog.我给您一份我们最新一期的产品目录吧。

介绍产品

As you can see, they are quite easy to use.正如您所看到的那样，它们使用起来很容易。

You are able to play video, audio and interactive games with it.您能用它播放视频、音莎，玩互动游戏。

We have a broad range of sizes.我们有各种尺寸的。

You can choose what you want to read by several categories.您可以根据不同的条目选择想看的东西。

Our products feature the latest designs and have a strong reputation for high-end quality.我们的产品以最新的设计为特色，拥有在高端品质方面的良好信誉。

The best thing about this product is that it works in both Chinese and English.这个产品最大的特点是它可以使用中英双语。

We supply our products to over twenty countries.我们的产品销往20多个国家。

备用句

Have you seen this product before?您之前见过这种产品吗？

The product is new, different, and definitely unique.产品新颖，与众不同，的确是独一无二。

If you are interested in learning more about us, please visit our website.如果您想了解更多信息，请上我们的网站。

May I have your business card?能要一张您的名片吗？

Why don't you give me a call and we can set up a time for me to come?您给我打个电话，我们约定我来的时间，怎么样？

情景对话

对话场景：在一次教育用品展示会上，马克演示了一款多功能白板。露西对此很感兴趣。马克约她会后见面详谈。

句型重点：介绍和演示商品。

Mark : Hello there. Have you ever used an interactive whiteboard before?

招呼参观者

Lucy : No, I haven't. But I have to say that I am quite interested in them.

Mark : Would you like me to demonstrate how to use the whiteboard for you?

想看演示吗？

Lucy : That would be great.

Mark : Well, as you can see, they are quite easy to use.

操作简单

Lucy : How is an interactive whiteboard different from traditional blackboards?

Mark : Well, you can prepare what you want to write on the board before class on a computer ; there's no messy chalk to use ; and you are able to play video, audio and interactive games with it.

用处多多

Lucy : I heard that it allows you to engage with your students more. Is that true?

Mark : It certainly is. You can get students up to the front of the classroom to work with it. Here's an example.

满足交流

Lucy : Oh, I see. That is very good. I only wish I could afford one for my classroom.

Mark : Here's my card. When you get back to your school, why

don't you give me a call and we can set up a time for me to come and give a demo to the other teachers?

安排会后约见

Lucy : That's a great idea. I'll call you.

译文

马克：嗨，您好。您以前用过互动电子白板吗？

露西：不，我没用过。但我得说，我对它很感兴趣。

马克：您想让我为您演示一下如何使用这种白板吗？

露西：那太好了。

马克：嗯，正如您所看到的那样，它们使用起来很容易。

露西：互动电子白板与传统黑板有何不同？

马克：嗯，上课前您可以在电脑上准备要写在白板上的东西；不必用有灰尘的粉笔了；您还能用它播放视频、音频，玩互动游戏。

露西：我听说电子白板能帮助你更多地与学生交流。这是真的吗？

马克：当然。您可以让学生到教室前配合使用白板。我来给您示范一下。

露西：哦，我明白了。很不错。我只希望我可以为我们班买一个。

马克：这是我的名片。您回学校后请给我打个电话，我们约定个我来学校的时间，我给其他老师展示一下，怎么样？

露西：好主意。我会给你打电话的。

Review

情景词汇

audio音频

blackboard黑板

category条目，分类

different与众不同的

feature以.....为特色

traditional传统的

unique独一无二的

video视频

whiteboard白色书写板

常用搭配

a broad range of sizes各种尺寸

as you can see正如你看到的那样（插入语）

be quite easy to use使用起来很容易

demonstrate how to use.....演示如何使用.....

be quite interested in.....对.....很感兴趣

engage with.....与.....交流

play video, audio and interactive games播放视频、音频，玩互动游戏

have a strong reputation for.....在.....方面信誉良好

give a demo to.....给.....做展示

high-end quality优质

latest design最新设计

messy chalk有灰尘的粉笔

产品演示 **Giving a Product Demonstration**

招呼客人

Thank you very much for coming to our display.非常感谢您光临我们的展台。

I'd like to demonstrate the use of the new photocopying machine.我想演示如何使用这种新型影印机。

演示产品

To start, this machine always needs to be plugged in and turned on.要启动这台机器，需要先连接上电源并打开开关。

Once it's on, you'll be able to photocopy, scan and fax documents.一旦它开始工作，您就能复印、扫描和传真文件了。

The most important thing to remember is that you'll need your IT department to set up your number.需要记住的最重要的事情是，您要让IT部门设置您的个人号码。

All you need to do is put the paper on the glass like this.您所需要做的只是像这样将纸放在玻璃板上。

Select your name and number on the machine and then press the green button here.在机器上选出您的名字和号码，然后按一下这儿的绿色按钮。

备用句

Here, let me demonstrate.这儿我来给您演示。

I'd like to give you a demonstration of our latest product.我想

给您演示一下我们的最新产品。

Now, take a look at the control panel.现在，请看控制板。

This machine has twelve settings.这台机器有12种设置。

What's the retail price of the machine?这台机器零售价是多少？

They do actually cost a little more. But they're more efficient.它们确实是贵一点儿。但它们性能更好。

It is much more than a normal machine.这可不是一台普通的机器。

You won't find anything else like this on the market.您在市场上不会找到任何类似的产品。

情景对话

对话场景：杰夫邀请的客人来到展台。他向客人展示了一种新机型的用途和操作要领。

句型重点：说明一种商品的用途和操作程序。

Geoff : Thank you very much for coming to our display.

感谢客人光临展台

Charlotte : That's OK. What kind of demonstration are you going to be giving us?

Geoff : I'd like to demonstrate the use of the new photocopying machine.

展示一种新机型

Charlotte : That's right. Are you ready?

Geoff : Yes. OK, to start this machine always needs to be plugged in and turned on. Once it's on, you'll be able to photocopy, scan and fax documents.

主要用途

Charlotte : I think we're all familiar with photocopying, so perhaps you can show us how to scan documents?

Geoff : Certainly. The most important thing to remember when scanning is that you'll need your IT department to set up your number on the machine before you begin. You may want to actually have them all set up straight away.

操作要领

Charlotte : Can you set up your own number on the machine?

Geoff : Unfortunately not. However, once your number is there, all you need to do is put the paper on the glass like this, select your name and number on the machine and then press the green button here.

操作顺序

Charlotte : Oh, that is simple. Thank you for showing us that.

译文

杰夫：非常感谢您光临我们的展台。

夏洛特：没什么。你今天会给我们做什么演示？

杰夫：我想演示如何使用这种新型影印机。

夏洛特：不错。可以开始了吗？

杰夫：是的。嗯，要启动这台机器，需要先连接上电源并打开开关。一旦它开始工作，您就能复印、扫描和传真文件了。

夏洛特：我想我们都熟悉如何复印，所以你或许可以给我们展示

一下如何扫描文件？

杰夫：当然可以。扫描文件时需要记住的最重要的事情是，在开始扫描前您要让IT部门在影印机上设置好个人号码。实际上，现在你们或许就应该把个人号码设置好。

夏洛特：能自己在影印机上设置个人号码吗？

杰夫：很遗憾，不能。但是，一旦设好个人号码，您所需要做的只是像这样将纸放在玻璃板上，在影印机上选出您的名字和号码，然后按一下这儿的绿色按钮。

夏洛特：哦，那挺简单的。谢谢你为我们做展示。

Review

情景词汇

display展台；展示

photocopy复印

press按

scan扫描

unfortunately可惜；不幸

常用搭配

be familiar with.....对.....熟悉

demonstrate the use of.....展示.....的用途

fax documents传真文件

photocopying machine影印机

plug in接上电源

scan documents扫描文件

select your name and number选出你的名字和号码

start this machine启动机器

unfortunately not可惜不能

set up your number on the machine在机器上设置个人号码

turn on打开开关

成为代理商 **Trying to Be an Agent**

接触

Are you looking for an agent to represent you in China?你们在寻找中国代理吗？

We are looking for a new trading agent in China.我们正在寻找新的中国代理商。

相互了解

We are the sole agent for the China market for the finest wine from Chile.我们是智利顶级葡萄酒在中国的唯一代理商。

Do you know much about our company?您对我们公司的了解多吗？

Your list mainly includes educational books for English Language Teaching.您的书目中主要包括英语语言教学类书籍。

Most of my experience is with publishers with a more general market.我的大多数工作经验都是与大众读物市场的出版商合作。

I can reassure you that I share the same ideals as your company.我能向您保证，我与贵公司拥有同样的价值理念。

说明要求

The agent will be paid on a commission or salary basis.我们会以提成或薪金的方式给代理商付酬。

The agent must have good knowledge of the Chinese market.我们的代理商必须熟悉中国市场。

It's very important that our agent be able to contribute ideas on what will sell well.我们的代理商对产品的销售有独到的想法是很重要的。

备用句

So you are familiar with our products, then?那么，您一定熟悉我们的产品喽？

Have you had much experience with educational publishing before?您之前有丰富的出版教育类书籍的经验吗？

Are you interested in working for us?您有兴趣和我们合作吗？

We send sample products out very quickly.我们的样品送达非常快。

It's very important to us that our agent understands the importance of education.对我们而言，代理商能认清教育的价值是非常重要的。

情景对话

对话场景：展会上，一家图书公司征求地区代理。营销总监和一个应征者洽谈。

句型重点：表达对一家机构的认识和看法。

Marketing Director : Do you know much about our company?

您对我们公司了解多少？

Agent : Yes, you're quite well-known in the publishing world.

Marketing Director : So you are familiar with our books, then?

熟悉产品吗？

Agent : Your list mainly includes educational books for English Language Teaching, but you have books on higher education.

Marketing Director : Have you had much experience with educational publishing before?

有相关经历吗？

Agent : To be honest, most of my experience is with publishers with a more general market. However, I think education is very important. I believe my son uses many of your books.

Marketing Director : It's very important to us that our agent understands the importance of education.

有共同理念吗？

Agent : Oh, I do. I can reassure you that I share the same ideals as your company.

Marketing Director : How do you feel about traveling?

还要经常出差

Agent : In most of my previous jobs, I've had to travel quite a lot. To be honest, I quite enjoy traveling.

Marketing Director : Well, it was great to meet you. Here's my card.

译文

营销总监：您对我们公司的了解多吗？

代理商：是的，贵公司在出版行业非常有名。

营销总监：那么，您一定熟悉我们出版的书籍喽？

代理商：贵公司的书目中主要包括英语语言教学类书籍，但也有涉及高等教育的书。

营销总监：您之前有丰富的出版教育类书籍的经验吗？

代理商：说实话，我的大多数工作经验都是与更大众的读物市场的出版商合作。但是，我很看重教育领域。我相信我的儿子读的很多书是由贵公司出版的。

营销总监：对我们而言，代理商能认清教育的价值是非常重要的。

代理商：噢，我确实很看重教育。我能向您保证，我与贵公司拥有同样的价值理念。

营销总监：您对出差有何看法？

代理商：我以前的大多数工作都得经常出差。说实话，我很喜欢出差。营销总监：嗯，非常高兴见到您。这是我的名片。

Review

情景词汇

agent代理商

commission提成，佣金

list目录

previous以前的

publisher出版商

reassure保证

represent代理

well-known非常有名的

常用搭配

be paid on a commission or salary basis以提成或薪金的方式付
酬

contribute ideas on.....对.....有独到想法

educational books教育类书籍

educational publishing教育出版

general market大众市场

have books on.....出版.....方面的书

have experience with.....有.....方面的经验

have good knowledge of.....对.....相当了解

higher education高等教育

previous job以前的工作

in the publishing world在出版行业

sole agent for China market在中国的唯一代理商

share the same ideals as your company与贵公司拥有同样的价值
理念

sample product样品

做报告 Marking Presentations

市场分析报告 Market Analysis

主持人做介绍

The first presentation is by John, Marketing Manager for Asia. 第一场报告由约翰讲，他是亚洲区的营销经理。

报告开场白

What I'd like to talk about briefly is the use of interactive whiteboards in the last five years.我想简单谈谈过去5年中互动电子白板的使用。

Feel free to interrupt me with questions at any time.如果大家有任何问题，请随时打断我。

Can everyone see the overhead screen?大家能看到头上方的屏幕吗？

说明图表数据

If you have a look at the green line on this chart, you can see that there has been a steady increase in the use of this product over the last five years.如果你看着这张图表上的绿线，就会发现在过去5年中这种产品的使用量在稳步增加。

The orange line here shows that there was a sharp increase in sales after year one.橙色线显示出销量在第一年后猛增。

There was a dip in year 3 and sales did not recover after that.在第三年后却突然下跌，自此销量始终没有恢复。

结论和建议

The good news is that.....The bad news is that.....好消息是.....坏消息是.....I recommend that we optimize sales by

reaching out to more customers online.我建议通过发展在线用户来优化销售。

备用句

Let's have a brief look over the past six years.让我们简单回顾一下过去6年的情况。

The green set of data shows the total number sold each year from 2006 to 2009.绿色的那组数据显示了从2006年到2009年每年的销售量。

In the first two years the sales almost doubled.最初两年的销售量几乎翻番。

The rate of growth has declined.增长率已经下跌了。

That trend will continue until a saturation point is reached in the market.这种趋势会持续到市场达到饱和。

情景对话

对话场景：约翰在做一个市场分析报告。他描述了几年来的销售情况，最后总结优势和劣势，并提出了改进办法。

句型重点：解释图表，说明数据变化和市场形势。

Amy : Good morning, everyone. It's great to see so many people here today.The first presentation is by John, Marketing Manager for Asia.

主持人介绍发言者

John : Thanks, Amy. What I'd like to talk about briefly is the use of interactive whiteboards in the last five years.Feel free to interrupt me with questions at any time.

概述报告主题

Amy : Sorry, John, but if you could speak up a bit, the people in the back will be able to hear.

能大声点吗？

John : Sorry about that. Can everyone see the overhead screen?

Amy : Yes, it's very clear.

John : OK, let's begin. If you have a look at the green line on this chart, you can see that there has been a steady increase in the use of interactive whiteboards over the last five years. But what does this orange line show?

总体销售情况

Amy : The sales of interactive whiteboards?

John : That's correct, Amy. The orange line here shows that there was a sharp increase in sales after year one, but then there was a dip in year three and sales did not recover after that.

3年销量走势

Amy : What does that mean for our company?

John : Well, the good news is that people are using our whiteboards. The bad news is that we aren't making money from our customers. I recommend that we optimize sales by reaching out to more customers online.

分析优劣势，并提出建议

译文

埃米：各位，早上好。今天看到这么多人在场，我非常高兴。第一场报告由约翰讲，他是亚洲区的营销经理。

约翰：多谢，埃米。我想简单谈谈过去5年中互动电子白板的使用。如果大家有任何问题，请随时打断我。

埃米：对不起，约翰，你能说大声点吗，让后面的人也能听清楚？

约翰：对不起。大家能看清头上方的屏幕吗？

埃米：能，非常清楚。

约翰：好的，我们开始吧。如果你看着这张图表上的绿线，就会发现在过去5年中，互动电子白板的使用量在稳步增加。但是，这条橙色线显示了什么呢？

埃米：是互动电子白板的销售量吗？

约翰：不错，埃米。在这里，橙色线显示出销量在第一年后猛增，但是在第三年却突然下跌，自此销量始终没有恢复。

埃米：这对于我们公司意味着什么？

约翰：嗯，好消息是人们正在使用我们公司的白板。坏消息是我们并未从客户那里赚到钱。因此我建议，通过发展在线用户来优化销售。

Review

情景词汇

briefly简单地

chart图表

continuation持续

decline下降

dip下跌

double翻番

graph图表（通常为函数关系图）

overhead头上方的

recommend建议

recover恢复

screen屏幕

trend趋势

常用搭配

a continuation of sales销售的持续增长

a sharp increase in sale销量猛增

a set of data一组数据

a steady increase稳步增加

lower growth rate更低的增长率

Marketing Manager for Asia亚洲区营销经理

optimize sales优化销售

reach out to more customers发展用户

speak up a bit说得大声点

saturation point饱和点

市场调查报告 **Market Research**

调查主题

The research that I'm going to talk about today is about our

customers'experience of the Internet.

今天我将和大家谈的调查是关于客户上网经历的。

调查对象

Our customers range in age from 18 to over 65.我们的客户群的年龄在18到65岁以上。

调查结果和分析

The majority of our customers do go online on a daily basis.大多数的客户的确每天都会上网。

80%of our customers say that they browse, but do not contribute to discussions.我们80%的客户说他们只浏览，并不参与讨论。

We asked our customers why they don't contribute.我们询问了客户为什么不参与贡献。

We categorized their answers into four main areas.我们已将他们的答案归为4类。

结论和建议

If we want our customers to contribute to our website, we need to.....如果我们希望客户参与我们的网络活动，我们需要.....

What we can take from this is that.....从中我们能够知道的是.....This is very important feedback for us.这份反馈对我们很重要。

备用句

Today I'm going to talk to you about the market research we've

done recently. It's on the changes in people's daily expenditures during the past five years. The money spent on clothing has more than doubled during this five-year period. The money spent on entertainment shows a three-fold increase. The decrease in money spent on food implies that the cost of food has gone down. 今天我们一起讨论最近完成的一项市场调查报告。这是关于过去5年来人们在日常开支方面的变化的。在过去的5年中，穿戴开支增长了1倍多。娱乐开支增长了3倍。花费在食品上金钱的减少显示了食品开支的下降。

The conclusion I would draw from the table is.....通过图表可以得出结论.....

情景对话

对话场景：调查显示大多数网民都只浏览网站而不贡献内容。报告人提出4项举措，希望提升网民的撰文积极性。

句型重点：说明一种现象及产生原因，提出建议。

Susan :

一份关于网民的调查报告

As you know, we have invested a lot of money in putting together a new cutting-edge website for our customers. So, the research that I'm going to talk about today is about our customers' experience and understanding of the Internet.

If you look at this chart, you will see that the majority of our customers do go online on a daily basis. Remember, our customers range in age from 18 to 65 + .

Many of you are probably familiar with the term 'lurker'. A lurker is someone who merely looks online but doesn't participate in any way. Perhaps unsurprisingly , 80% of our customers say that

they browse, but do not contribute to discussions, ask questions, or participate in any way.

80%网民的共同特征：只看不写

In a web 2.0 world where social media websites run rampant, many websites rely on their users to contribute in some way. So we asked our customers why they don't contribute. We categorized their answers into four main areas, which you can see here on slide 4.2. They include: 1) I don't trust the Internet; 2) I don't feel confident in what I'm saying; 3) I don't have time to contribute; and 4) I don't understand how to contribute.

总结原因

This is very important feedback for us. What we can take from this is that if we want our customers to contribute to our website, we need to 1) become trustworthy; 2) make our users feel confident; 3) design a quick and easy way for them to contribute and 4) give clear guidance on how to contribute.

鼓励网民写文的4条措施

Thank you. Do you have any questions?

译文

苏珊：

正如大家所知，我们为给客户组建一个最新颖的前沿网站，已经投入了大量资金。因此，今天我将和大家谈的调查是针对客户的上网经历和他们对互联网的认识的。

如果你看看这张图表，就会发现我们大多数的客户每天都会上网。请记住，我们客户群的年龄段在18岁到65岁以上。

你们当中有很多人或许熟悉“潜伏者”这个名称。潜伏者是指只浏览网页而不参与任何形式的网络活动的那些人。80%的客户说他们只

浏览，并不参与讨论、问问题或其他任何活动，这也许并不奇怪。

在社交媒体网站极为盛行的Web2.0世界中，很多网站的运行在某种程度上依赖于用户某种方式的参与。因此，我们询问了客户为什么不参与。你们可以在幻灯片4.2上看到，我们已将他们的答案归为4类。包括：1) 不信任网络；2) 对自己的观点不自信；3) 没有时间参与；4) 不知道如何参与。

这些反馈对我们很重要。从中我们能够知道，如果希望客户参与网络活动，我们需要1) 获得客户的信赖；2) 提高客户的信心；3) 设计一套简单快捷的参与方式；4) 给出明确的参与指导。

谢谢。大家有什么问题吗？

Review

情景词汇

browse浏览

contribute贡献

cutting-edge前沿的

feedback反馈

lurker潜伏者

merely仅仅

rampant蔓延的

trustworthy值得信赖的

unsurprisingly不奇怪地

常用搭配

categorize.....into four areas将.....归为4类

go online上网

invest a lot of money in.....在.....上投入了大量资金

range in age from 18 to 65 + 年龄段在18岁到65岁以上

give clear guidance on.....在.....方面给出明确指导

in some way在某种程度上

on a daily basis每天

on slide 4. 2在幻灯片4.2上

run rampant盛行

营销计划 **The Marketing Plan**

策略

We will be starting a new e-marketing campaign at the end of the month.本月底我们将开展一个电子营销活动。

We will be starting a large-scale promotional campaign in February.在2月份，我们将开展一场大规模的促销活动。

We are also setting up new social media pages.我们还将创建新的社交网页。

We will be using all of these sites to increase our audience.我们会利用所有的这些网站来增加读者量。

目标

If this is successful, perhaps we can boost sales in the next three quarters.如果成功的话，我们或许可以在接下来的3个季度大幅提高销量。

We've set the annual target at 19 , 000.我们已将年度目标定为

19,000台。

I estimate that sales for this model should reach 1000.我预计这款机型的销量将达到1000台。

We expect this series this year to have similar sales as last year.我们希望这个系列本年的销量与去年持平。

I have set the target slightly lower, at 500.我已将预计目标稍微调低了一点儿，降到了500台。

备用句

I thought our marketing plans were brilliant.我觉得我们的营销计划很棒。

We expect double-digit growth in the youth market this year.我们希望今年在年轻人市场能达到两位数的增长。

We think this campaign will stabilize sales by the end of the second quarter.我们认为这场活动将能在第2季度末前稳定销量。

We expect a considerable drop in sales for this model as we are not going to push this product this year.由于这款手机已不是主打机型，我们预计今年它的销量会显著下降。

We've kept the target the same for these.我们为这些保留了同样的指标。

情景对话

对话场景：在去年业绩惨淡的情况下，戴维提出要在今年第2季度挽回颓势，并拿出了相应的促销举措。

句型重点：说明计划和目标。

David :

年度市场计划及销售目标

Welcome back. Today we're going to go over the marketing plan and targets for the year.

To start, let's look at the sales figures from last year. If you look at this chart, you'll see that the sales dipped dramatically from the second quarter to the third quarter and dropped again in the fourth quarter.

去年业绩一路下滑

We will be starting a new e-marketing campaign at the end of the month. Not only will we save costs by doing this online, but we'll also be able to capture a whole new audience.

促销措施1

In addition to optimizing our current website, we are also setting up new social media pages—youtube, facebook, twitter and the like. We will be using all of these sites to increase our audience.

促销措施2

Although we do not expect a dramatic increase in sales for the first two quarters of this year, we think this campaign will stabilize sales by the end of the second quarter.

总体目标：第2季度前稳定销量

If you remember from last year, the A-Z of Business Book was our best seller. As we expect sales to drop slightly this year, we've set the annual target at 19 , 000.

甲产品的销售目标

We expect the next top four sellers, listed here in the chart, to

have similar sales this year as last year. Therefore, we've kept the target the same for these.

乙产品的销售目标

You can see all the other targets for our products on page 5 of the document in front of you. We'll be discussing all of these in greater detail in the next few weeks.

其他产品的销售目标

Now, do any of you have any questions?

译文

戴维：

欢迎回来。今天我们要商讨今年的市场营销计划和销售指标。

首先，我们来查看一下去年的销售数据。大家看着这张图表，就会发现从第2季度到第3季度销售量大幅下跌，并在第4季度再次下滑。

本月底我们将开展一个电子营销活动。网上营销不仅能节约成本，还能抓住新的客户。

除了优化提升现有网站，我们还将在youtube、facebook、twitter等网站创建新的社交网页。我们会利用所有的这些网站来增加读者量。

虽然我们并不期望在本年度前两个季度内销量会显著增加，但是我们认为这场活动将能在第2季度末前稳定销量。

如果大家还记得去年的情况的话，《经商大全》曾经是我们的最佳畅销书。因为我们预计今年的销量会稍微下滑，所以我们将这本书的年度销售目标定为19,000本。

我们预计，图表中所列出的其余4本畅销书的销量会与去年持平。因此，我们对这些书保留了原有的指标。

每人面前都有一份文件，在第5页大家可以看到我们其他产品的销售目标。在未来几周内我们会对此详细讨论。

好了，大家有什么问题吗？

Review

情景词汇

brilliant很棒的

campaign营销活动

capture占领，捕获

estimate预计

expect希望

push推销

常用搭配

a considerable drop显著的下降

a dramatic increase显著的增加

best seller最佳畅销书

capture a whole new audience抓住新的客户

discuss in greater detail详细讨论

double-digit growth两位数的增长

drop slightly稍微下滑

e-marketing campaign电子营销活动

increase our audience增加读者量

keep the target the same保留了同样的指标

promotional campaign促销活动

sales figures销售数据

save costs节约成本

set the annual target at 19,000将年度销售目标定为19,000

social media pages社交网页

stabilize sales稳定销量

to start首先

top four sellers销量前4名

竞争对手分析报告 **Competitor Analysis**

分析方法

We'd like you to look at the look and feel of their websites. 我们希望你查看一下他们网站的外观以及给人的直观感觉。

We'd also like you to look at their target audience, subscription models, and pricing systems. 我们还想让你研究一下他们的目标受众、订阅模式和定价制度。

Do you want me to look for any up-and-coming competitors? 你想让我找一些未来潜在的竞争对手吗？

What other criteria do you have for this analysis? 你对这个分析还有什么其他要求？

Would you like me to add my recommendations at the end of the report? 你想要我在报告结尾处提出我的建议吗？

分析结果

Our biggest rival in the high-end market—ABC—is ranked number one, we are a close second.我们在高端市场的最大竞争对手——ABC，目前排名第1位。我们紧随其后。

Our major competitor, DEF, is quickly catching up. Their market share for the last quarter was only 1% lower than ours.我们的主要竞争对手DEF公司正在迎头赶上。上季度他们的市场份额只比我们低1%。

建议

We will become more competitive if we can hold on to our strategy of lower prices.如果我们保持低价策略就会具有更强的竞争力。

备用句

We'd like you to analyze our main competitors online.我们想要你分析一下我们的主要网上竞争对手。

How much time do you anticipate this will take?你预计这将需要多少时间？

Where would you like me to begin?你想让我从哪方面开始分析？

Do you want me to include screen shots in the report?你想要我在报告中用一些截屏吗？

We still maintain our leading position.我们仍处于领先地位。

Their products are more reliable and have more functions.他们的产品更加稳定，功能也更多。

Their products are sold at slightly higher prices and they enjoy higher profits.他们的产品售价稍高，利润相应地也较高。

We're having a problem with reliability, but our products are lower priced and presented more attractively.我们的产品稳定性较差，但价位较低而且更具吸引力。

情景对话

对话场景：经理凯文让卡罗尔做一份对手网站的分析。卡罗尔仔细询问了报告的写作要求。

句型重点：说明对手分析报告的写作要求。

Kevin : What we'd like you to do is analyze our main competitors online.

任务：对手网站分析报告

Carol : OK. Where would you like me to begin?

从何着手？

Kevin : Well, we've identified our competitors already.

You'll find the list in the email Rob sent this morning.

Carol : Do you want me to look for any up-and-coming competitors and add them to the list?

涉及范围

Kevin : Yes, that would be great. But don't spend too much time on that.

Carol : OK. What other criteria do you have for this analysis?

报告的要求

Kevin : First of all, we'd like you to look at the look and feel of their websites.

Carol : OK, do you want me to include screen shots in the report?

呈现形式

Kevin : That would be helpful. Thanks.We'd also like you to look at their target audience, subscription models, and pricing systems.

Carol : How much time do you anticipate this will take?

完成期限

Kevin : I would guess this will take about three days.

Carol : Would you like me to add my recommendations at the end of the report?

需要建议吗？

Kevin : That'd be great. Email me if you have any questions.

译文

凯文：我们想要你分析一下我们的主要网上竞争对手。

卡罗尔：好的。您想让我从哪方面开始分析？

凯文：嗯，我们已经确定了竞争对手。你能在罗布今天上午发给你的电子邮件中找到那份名单。

卡罗尔：您想让我找一些潜在的竞争对手，并将他们加入名单中吗？

凯文：是的，那就太好了。但在这上面不要花太多时间。

卡罗尔：好的。您对这个分析还有什么其他要求？

凯文：首先，我们希望你能查看一下他们网站的外观和给人的感觉。

卡罗尔：好的，您想要我在报告中用一些截屏吗？

凯文：那会很有帮助的，多谢。我们还希望你能研究一下他们的目标受众、订阅模式和定价制度。

卡罗尔：您预计这将需要多少时间？

凯文：我想着大约需要3天的时间。

卡罗尔：您希望我在报告结尾处提出我的建议吗？

凯文：那太好了。如果你有任何问题，请给我发电子邮件。

Review

情景词汇

anticipate 预计，预期

attractive 有吸引力的

criteria 标准，要求（criterion的复数）

identify 确认；认出

常用搭配

be presented more attractively 更具吸引力

be ranked number one 排名第1位

be sold at slightly higher prices 定价更高些

catch up 赶上

enjoy higher profits 利润更高

high-end market 高端市场

hold on to our strategy of lower prices 保持低价策略

maintain leading position 处于领先地位

pricing systems 售价制度

spend too much time on that 在这上面花太多时间

subscription models 订阅模式

up-and-coming competitors 潜在的竞争对手

the look and feel 外观和给人的感觉

区域市场分析报告 **Overview of the Regional Markets**

研究范围

We're going to look at the sales figures for the Spain, China and US markets. 我们将要看一下西班牙、中国和美国市场的销售数据。

市场表现

From the first quarter to the second quarter the US market actually had an increase in sales by 5%. 从第1季度到第2季度，美国市场销量实际上增长了5%。

The sales in China rose by 2%. 中国市场销量增长了2%。

Our exports have been selling well, as has our domestic market. 与国内市场一样，我们的外贸销量也一直很好。

原因

Production costs have sky-rocketed. 生产成本迅猛增长。

Last year at this time, we were paying 30% what we are now paying per item. 去年这个时候，我们的单位产品的成本支出只有现在的30%。

The change in exchange rates has worked in our favor. 汇率的改变有利于我们。

This has helped to offset the production costs marginally. 这稍微抵消了生产成本的增长。

备用句

The sales in these markets have been better than expected. 这些市场的销售情况比预计要好。

You can see that the sales had a slight dip in the first quarter. 你可以发现第1季度的销量略微有所下滑。

This has cut into our profits significantly. 这已经大大削减了我们的利润。

This is probably due to the fact that our clients tend to purchase local products. 这或许是因为客户更乐意购买当地产品。

This style targets the South American and Southeast Asian markets. 这种类型的目标市场锁定为南美和东南亚地区。

情景对话

对话场景：马克的报告描述了公司在3个国家的销售情况，以及由成本和利率变化所带来的影响。

句型重点：描述不同地区的销售业绩。

Mark :

主题：公司在3个国家的销售业绩

Today we're going to look at the sales figures for the Spain, China and US markets.

First of all, the sales in these markets have been better than

expected. Despite the fact that we've been in a recession for the last few quarters, from the first quarter to the second quarter the US market actually had an increase in sales by 5%. Likewise, over the same period of time, Spain saw an increase of 3.5%. The sales in China rose by 2%.

销售都有增长

Unfortunately, it is not just the sales figures that have increased. Production costs have sky-rocketed. Last year at this time, we were paying 30% what we are now paying per item. This has cut into our profits significantly.

成本攀升损害了利润

Fortunately, we have also seen a change in exchange rates that has worked in our favor. This has helped to offset the production costs marginally.

汇率变化对我方有利

Our exports have been selling well, as has our domestic market. Looking at profit only, our domestic market has done better. This is probably due to the fact that our clients tend to purchase local products more than international products during tough times like these.

出口和内销的比较

Looking at our domestic market in more detail, you can see that the sales had a slight dip in the first quarter, but have risen dramatically from last year. You can look at page 32 of your document for more information.

That is the end of my presentation on sales figures in our

regional markets. I expect you all have questions, so feel free to ask.

译文

马克：

今天我们将看一下西班牙、中国和美国市场的销售数据。

首先，这些市场的销售情况比预计的要好。尽管在过去几个季度中经济处于衰退期，但从第1季度到第2季度的美国市场销量实际上增长了5%。同样，在同一时期，西班牙市场增长了3.5%，中国市场增长了2%。

遗憾的是，不光销售数据增长了，生产成本也在迅猛增长。去年这个时候，我们的单位产品的成本支出只有现在的30%。这就大大削减了我们的利润。

幸好汇率的改变有利于我们。这稍微抵消了生产成本的增长。

与国内市场一样，我们的外贸销量也一直很好。仅看利润方面，我们的国内市场做得更好。这或许是因为，在像现在的经济萧条期内，客户更乐意购买当地产品而不是国际产品。

如果对国内市场进行更细致的研究，就会发现第1季度的销量略微有所下滑，

但自去年起销量开始猛增。大家如果想要了解更多情况，可以查看文件第32页。我对区域市场的销售数据的说明到此为止。如果大家有什么问题，请随时向我询问。

Review

情景词汇

despite尽管

marginally轻微地

offset抵消

recession衰退

sky-rocket猛增

常用搭配

a slight dip略微下滑

be better than expected比预计要好

be probably due to the fact that.....很可能是因为.....

have an increase in sales by 5%销量增长5%

cut into our profits削减了我们的利润

domestic market国内市场

in a recession处于衰退期

last year at this time去年这个时候

look.....in more detail更细致地研究.....

over the same period of time在同一时期

look at profit only仅看利润方面

regional markets区域市场

rise by 2%增长了2%

see an increase of 3.5%增长了3.5%

tend to.....乐意做.....

tough times萧条期，艰难时期

work in our favor有利于我们

本地市场营销计划 Local Marketing Plans

竞争态势和目标

We aim to capture 20% of the market share and become one of the top three suppliers within three years. 我们的目标是占据20%的市场份额，并在3年内成为三大主要供货商之一。

Our main aim is to keep costs low, to offer quality promotions and to collect data from our customers. 我们的主要目标是：保持低成本，提供高品质的产品促销，以及收集客户的数据。

实施策略

To reach our goals, we plan to invest around 15 million yuan. 为了实现我们的目标，我们计划投入大约1500万元。

We will have more training on our new products soon. 不久我们将有更多关于新产品的培训。

We will improve our online campaigns. 我们要增加网络活动。

We will offer discounted vouchers for online goods as promotion. 我们将提供网上产品折扣券作为促销手段。

We are hoping to collaborate with other sister companies and cross-sell with other companies. 我们希望与姊妹公司合作并与其他公司交叉销售。

We will establish more than 200 new retail stores in rural areas. 我们要在乡村地区新建200家以上的零售点。

We plan to introduce three new models to this area. 我们打算向这个地区推出3款新产品。

备用句

Our three main rivals now have 85% of the market share. 我们的

三大竞争对手现在占据了85%的市场份额。

We aim to increase our market share by 10%to bring their combined market share down to 75%.我们的目标是增加10%的市场份额，以使他们的市场份额降至75%。

We will need to invest more money on localizing these products.为使产品更加本地化，我们需要投入更多资金。

情景对话

对话场景：卡罗尔阐述一份地区市场计划。她首先提出目标，然后就产品和营销两个方面说明实施方案。

句型重点：说明目标及计划。

Carol :

主题：地区市场计划

You've all heard a bit about the upcoming marketing plans at the global sales and marketing conference in New York last month. Today, we're going to talk about the local marketing plans.

First, we're going to look at the competition. We know that we've got a lot of work to do to control more of the market share.Our three main rivals now have 85%of the market share.We aim to increase our market share by 10%to bring their combined market share down to 75%.

目标：提高市场份额

Secondly, we're going to look at our products. We've learned a lot about the needs of our customers from the research that was conducted in the third quarter and the fourth quarter of last year.Although we will need to invest more money on localizing these products slightly, we feel confident that this will bring in

more sales.You will hear more about the product training that we will have on our new products soon.

产品：本地化，适应当地需要

Thirdly, we'll have a look at our online and offline campaigns. Our main aim is to keep costs low, to offer quality promotions and to collect data from our customers and potential customers in order to improve our database.This means that we will improve our online campaigns, offering discounted vouchers for online goods as promotion, and ask that customers register online, giving us contact details and areas of interest, in order to receive their goods.We will still need to invest in offline promotions, but we are hoping to keep costs down by collaborating with other sister companies and cross-selling with other companies.

营销：多种形式

That's just a brief overview of what we'll be discussing today. Do you have any questions or comments?

译文

卡罗尔：

大家都已经听说了一些上个月在纽约举行的全球销售和市场营销会议上提出的下一个营销计划。今天我们将商讨一下本地市场的营销计划。

首先，我们要研究一下竞争形势。大家知道，为掌控更大的市场份额，我们还需要做大量的工作。我们的三大竞争对手现在占据了85%的市场份额。我们的目标是增加10%的市场份额，以使他们的份额降至75%。

第二，我们要对产品做一下研究。从去年第3、4季度开展的市场调查中，我们已经了解了很多客户需求。为使产品更加本地化，尽管我们需要投入更多资金，但是我们相信这将会提升销量。不久我们将对员工开展新产品培训，大家将会获取更多这方面的信息。

第三，我们将看看公司的网络及非网络的宣传活动。我们的主要目标是，保持低成本，提供高品质的产品促销，以及收集客户和潜在客户的数据以扩大我们的数据库。这意味着我们要增加网络广告，提供网上产品折扣券作为促销手段，并要求客户在线注册，注明详细的联系方式和感兴趣的产品领域，以便于接收产品。我们还需要在非网络促销方面进行投资，但我们希望通过与姊妹公司合作并与其他公司交叉销售，以便降低成本。

这些只是我们今天要讨论内容的简单概述。大家有什么问题或意见吗？

Review

情景词汇

localize本地化

register注册

rival竞争对手

upcoming即将到来的

常用搭配

aim to.....目标是.....

areas of interest感兴趣的领域

bring in more sales提升销量

collaborate with.....与.....合作

collect data from.....从.....收集数据

conduct the research开展调查

contact details联系方式

control more of the market share 掌控更大的市场份额

cross-sell with other companies 与其他公司交叉销售

discounted vouchers 产品折扣券

keep costs low 保持低成本

local marketing plans 本地市场营销计划

localize these products 使产品更加本地化

main aim 主要目标

potential customers 潜在客户

product training 产品培训

register online 在线注册

sister companies 姊妹公司

three main rivals 三大竞争对手

资金 Capital

年度预算 The Annual Budget

要求增加

I think that we need to increase the budget for research this year. 我认为今年我们需要增加市场调查的预算。

We should increase the budget by at least 20%. 我们应该将预算至少提高20%。

We need everything I put in the budget.我做入预算的一切都是我们需要的。

The research budget is very thin already.我们的研发预算已经很少了。

I'm not sure that we'd be able to cut it any further.我不确定能否再进一步削减下去。

要求压缩

It's going to be another tight year.明年又将是资金紧张的一年。

I think we could lower the budget for conferences.我认为我们可以削减会议预算。

We could cut costs by 75%by changing caterers alone.只需更换承办商，我们就能减少75%的成本。

You could reduce overhead costs.你们可以削减日常费用开支。

Don't forget you have quite a buffer.别忘记你们有足够的备用金。

I think your figures should stay the same.我认为你们的数字应该维持不变。

备用句

I think this looks like a very reasonable budget.我认为这份预算看起来非常合理。

Is there still time to amend the budget?还有修改预算的时间吗？

This is not a time to cut R and D, not when we're facing tough

challenges.面临强劲的竞争，不能削减研发资金。

I don't think we could manage with any less.如果资金减少的话，我认为我们可能做不到。

I think we're already working with quite a small budget for events.我认为我们的活动预算已经相当少了。

We can't cut it, that's for sure.不能再减了，这是肯定的。

情景对话

对话场景：总经理和营销主管讨论预算。为了增加调研费，他们要设法让活动费降低75%。

句型重点：说明预算的增减及相应理由。

Director : I just want to start by thanking those of you who took the time to review your budget plan and send me comments before the meeting today. Now, let's go through the budget plan for the year.

主题：讨论预算方案

Marketing Manager : I didn't receive anything before the meeting. Is there still time to amend the budget?

还能改吗？

Director : Yes, the point of the meeting today is to review the plan together with an aim to finalize it by next Friday.

Marketing Manager : Well, I think that we need to increase the budget for research this year.

调研费应该增加

Director : What do you propose gets cut?

Marketing Manager : I think we could lower the budget for the conference in March and the networking event in November.

可以削减会议预算和活动预算

Director : I think we're already working with quite a small budget for events. I'm not sure that we'd be able to cut it any further.

Marketing Manager : Actually, my executive assistant was investigating the costs of alternate caterers and found that we could cut costs by 75%by changing caterers alone.

办法是找更便宜的承办商

Director : Great work. You'll have to send me the details on that.Did you have any other comments?

Marketing Manager : That's all for now. Overall, I think this looks like a very reasonable budget.

译文

总经理：首先，我想感谢在开会前花时间审核预算计划并提交意见的同事们。现在，我们开始研究一下本年度的预算计划。

营销主管：开会前我没有收到任何东西。还有修改预算的时间吗？

总经理：有，今天会议的主旨就是审核预算计划，以便能在下周五前最终确定。

营销主管：那么，我认为今年我们需要增加市场调查的预算。

总经理：那你建议削减哪方面的预算？

营销主管：我认为我们可以削减3月份的会议预算和11月的交流活动预算。

总经理：我认为我们的活动预算已经相当少了。我不确定能否再进一步削减下去。

营销主管：其实，我的行政助理一直在调查可替换的活动承办商

的花费，结果发现，只需更换活动承办商，我们就能减少75%的活动费。

总经理：干得好。你要给我一份关于它的详细报告。你还有其他建议吗？

营销主管：目前为止就这么多了。总的来说，我认为这份预算看起来非常合理。

Review

情景词汇

alternate替换的

buffer备用金

finalize定稿

overall总的来说

propose建议

thin（资金）很少

常用搭配

a small budget很少的预算

a tight year资金紧张的一年

a very reasonable budget非常合理的预算

amend the budget修改预算

cut costs by 75%减少75%的费用

cut it further进一步削减

increase the budget for research增加市场调查的预算

lower the budget for the conference减少会议预算

review the budget plan审核预算计划

send me comments提交意见

send me the details on that给我一份关于它的详细报告

tough challenges强劲的竞争

with an aim to主旨是

融资 Finances

资金需求

That sounds like quite an investment.这听起来像是一笔大投资。

We need an injection of capital to do that.要做到这些我们就需要注入资金。

How do you plan on financing that?你计划如何融资？

融资计划

One option would be to open up some shares.一个选择是售出部分股份。

We can sell some stock in order to receive cash for your project.为了你的项目我们可以出售部分股票换取现金。

The owner of the stock will own a share of the company.股票持有人将拥有公司部分股份。

This is what we call“equity financing”.这就是我们所说的“股权融资”。

The amount of stock you'd need to sell is relatively small. 你所需要出售的股票量是相对较少的。

备用句

We are considering issuing new shares. 我们正在考虑发行新的股票。

Would you be able to type up a few options for me? 你能将一些融资选择打印出来给我吗？

How risky is that? 这样做有什么风险？

There's always a risk involved. 风险总会存在。

The board will be reviewing our proposal. 董事会将审核我们的提案。

情景对话

对话场景：尼尔要向董事会提交一份建立新网站的计划书。史蒂夫建议他通过出售股权融资。

句型重点：关于股权和融资的说法。

Steve : Next week, the board will be reviewing our proposal for developing a new global website consisting of e-commerce, digital asset management, subscription management, and customer management.

董事会将讨论我们的商业提案

Neil : That sounds like quite an investment. How do you plan on financing that?

Steve : That's what I wanted to talk to you about. I would like to come up with a few proposals for the board to review along with

our proposal.

还需要融资计划

Neil : One option would be to open up some shares. Steve : How would that work?

Neil : We can sell some stocks in order to receive cash for your project. In return, the owner of the stock will own a share of the company. This is what we call “equity financing”.

可以通过售出股份筹集资金

Steve : I see. How risky is that?

Neil : There's always a risk involved, but the amount of stock you'd need to sell in order to get the money you need for your project is relatively small.

有风险，但不大

Steve : You know what, this is all a bit over my head. Would you be able to type up a few options for me?

Neil : That's not a problem. If you want, I could come in to present them to the board at your meeting.

Steve : Great. I'll send you a meeting invitation this afternoon.

译文

史蒂夫：下周，董事会将审核我们创建一个新的全球网站的提案，这个提案包括电子商务、数字资产管理、征订管理和客户管理。

尼尔：这听起来像是一笔大投资。你计划如何融资？

史蒂夫：这正是我想和你商讨的内容。我想提出几项融资提案交予董事会，请他们同创立网站的提案一起审核。

尼尔：一个选择是售出部分股份。

史蒂夫：具体该怎么做？

尼尔：为了你的项目，我们可以出售部分股票换取现金。作为回报，股票持有人将拥有公司部分股份。这就是我们所说的“股权融资”。

史蒂夫：我明白了。这样做有什么风险？

尼尔：风险总会存在，但是为获取你的项目需要的资金，你所需要出售的股票量是相对较少的。

史蒂夫：你要知道，这个有点超出我的理解范围。你能将一些融资选择打印出来交给我吗？

尼尔：没问题。我可以在会上向董事会解释一下融资提案，如果你想要我这么做的话。

史蒂夫：太好了。今天下午我会给你送去一份会议邀请函。

Review

情景词汇

board董事会

equity股权

financing融资

option选择

proposal提案

risky有风险的

常用搭配

be all a bit over my head有点超出我的理解范围

customer management客户管理

digital asset management数字资产管理in return作为回报

own a share of the company拥有公司部分股份

sell some stocks出售部分股票

You know what.....你要知道.....

be relatively small相对较少

consist of.....由.....组成

develop a website创建一个网站

equity financing股权融资

open up some shares售出部分股份

quite an investment一笔大投资

receive cash换取现金

subscription management征订管理

借款 Borrowing Money

资金紧张

We don't have any money to pay another development team.我们已经没有钱聘用其他开发商了。

Sounds like you're having some major financial problems.听起来你似乎碰到了严重的财务问题。

We're going to need some more money.我们将需要更多资金。

We are in danger of going into the red.我们有出现赤字的风险。

借款方式

We'll need to borrow some money from a bank.我们得向银行借钱。

They'll probably apply for an increase in the credit they already have.他们可能会申请增加透支额。

Have you discussed a loan with the finance team yet?你与财务组商讨过贷款事宜吗？

Can we provide for this with our working capital?能用流动资金来补充吗？

The capital expenditure is too large for short-term borrowing.如果是短期借贷，那支出就太大了。

备用句

We are running out of money.我们的钱就要用光了。

The company has got cash flow problems at present.公司目前的现金流出现了问题。

What does that mean for the budget?我们的预算会受到什么影响？

We've actually just had quite a setback.其实我们已经延误了工期。

It's normal business practice to extend credit to customers.提供信用贷款是商业惯例。

I'm thinking in terms of long-term borrowing.我在考虑长期借贷。

We won't have to borrow any extra funds.我们可能不用借钱了。

情景对话

对话场景：工程建设中出现问题，罗布和丽贝卡商量怎么筹款。

句型重点：资金短缺和借款的说法。

Rob : How is the project going?

Rebecca : Well, we've actually just had quite a setback.

Rob : What happened?

有麻烦了

Rebecca : The development team that we had contracted to do the job walked out on Friday.

开发商半途退出

Rob : You're kidding ! That's quite unprofessional. What does that mean for the budget?

Rebecca : Well, they've only half-finished the project and we paid them upfront, so we don't have any money to pay another development team.

没钱工程就没法继续

Rob : Sounds like you're having some major financial problems. What are you going to do?

Rebecca : Well, the legal team is pretty confident that we'll be able to get some of that money back, but it will take time. In the meantime, we'll need to borrow some money from a bank.

一边打官司一边找银行借款

Rob : Have you discussed a loan with the finance team yet?

Rebecca : I've asked them to look into it for me. They should have more details later this week.

让财务想办法

Rob : They'll probably do that by applying for an increase in the credit they already have.

向银行申请增加透支额

Rebecca : I don't think it will be a problem. It will cut into our profits slightly, but it should be OK after the legal team sorts out the mess with the development team.

译文

罗布：项目进展如何？

丽贝卡：嗯，其实我们已经延误了工期。

罗布：怎么回事？

丽贝卡：星期五，同我们签约的开发商中途退出了。

罗布：开玩笑吧！这严重违反了职业道德。那我们的预算会受到什么影响？

丽贝卡：嗯，他们只完成了一半的项目，而我们已经预付了费用，所以我们已经没有钱聘用其他开发商了。

罗布：听起来你似乎碰到了严重的财务问题。你打算怎么办？

丽贝卡：嗯，法律组非常有信心要回部分资金，但这需要时间。与此同时，我们得向银行借钱。

罗布：你与财务组商讨过贷款事宜吗？

丽贝卡：我已经要求他们调查此事了。本周早些时候，他们就應該能了解更多的细节问题。

罗布：他们或许会通过申请增加透支额的方法来贷款。

丽贝卡：我认为这不成问题。虽然这会略微削减我们的利润，但是，当法律组处理好与开发商的争端后，一切就会好起来。

情景词汇

credit (从银行借的) 借款, 贷款

financial 财务的

fund 资金

loan 贷款

unprofessional 违反职业道德的

常用搭配

apply for an increase in the credit 申请增加透支额

contract to do the job 签约承担工作

development team 开发商

get some of that money back 要回部分资金

have quite a setback 已经延误了工期

look into it 调查此事

pay upfront 提前预付

sort out the mess with sb 处理好与某人的争端

short-term borrowing 短期借贷

half-finish the project 只完成一半的项目

legal team 法律组

major financial problem 严重的财务问题

take time 需要时间

walk out退出

long-term borrowing长期借贷

现金流 Cash Flow

现金流问题

Have you included a cash flow projection in the plan?你的计划里包含现金流预测了吗？

At those times income will drop, and things could get a bit tight.那段时期收入会下降，可能会引起资金紧张。

What if we don't reach the sales that we originally projected?如果我们没有达到原本预计的销售量，怎么办？

They've been delaying payments, and we are in danger of going into the red.他们拖延付款，我们因此面临赤字的危险。

The increase in sales is causing us financial problems.销售增长将给我们造成财务问题。

解决办法

We just need to set aside some of our profits during peak sales months for those months.我们只需在销售高峰期时拨出部分利润留给那几个月即可。

We'll always be able to move some of our funds around as a short-term fix.我们总是能周转一些资金作为临时解决办法。

备用句

I'm slightly worried about the cash flow during those months.我有点儿担心这几个月的现金流。

Sales tend to drop in June and December of each year.一般每年6月和12月的销售额都会下降。

The cash flow from high-sales months will provide reserves for the lean periods.旺季积累的现金可以提供储备金给收入低的时期。

We estimate that we will break even within fifteen months and that profits will increase thereafter.预计项目开始后15个月出现收支平衡，之后利润会逐渐上升。

I feel more confident about our cash flow for the year now.现在我对本年度的现金流更有信心了。

What are our options if our sales are lower than projected?如果我们的销售量低于预期，我们该怎么办？

We were quite conservative with our sales projections last year anyway.毕竟去年我们在预测销售量时是非常保守的。

情景对话

对话场景：杰夫担心淡季现金短缺，马库斯告诉他旺季的回款可以弥补淡季的不足，保守的销售指标也会缓解现金压力。

句型重点：说明现金流可能出现的问题及补救办法。

Geoff : Have you had a chance to review the annual budget for the year?

年度预算发布了

Marcus : Yes, it looks like quite a reasonable budget. What do you think about it?

Geoff : I had a few concerns about it.

Marcus : Oh?What kind of concerns did you have?

Geoff : Well, I know that sales tend to drop in June and December of each year, so I'm slightly worried about the cash flow during those months.

为淡季现金流担心

Marcus : Oh, that shouldn't be a problem. We just need to set aside some of our profits during peak sales months for those months.

旺季回款可以弥补

Geoff : That's true. But what if we don't reach the sales that we originally projected?

Marcus : We don't have any reason to worry about not hitting our sales targets. We were quite conservative with our sales projections last year anyway.

销售指标也不是那么高

Geoff : So what are our options if our sales are lower than projected?

Marcus : We'll always be able to move some of our funds around as a short-term fix. Did you have any other concerns?

还有备用资金垫底

Geoff : No, that was all. I feel more confident about our cash flow for the year now. Thanks for your help.

译文

杰夫：你抽时间审核过今年的年度预算了吗？

马库斯：审核过了，今年的预算看起来非常合理。你怎么看？

杰夫：我对今年的预算有些担心。

马库斯：哦？你有何担忧？

杰夫：嗯，我知道一般每年6月份和12月份的销售额都会下滑，所以我有点担心这两个月的现金流。

马库斯：噢，那应该不成问题。我们只需在销售高峰期时拨出部分利润留给这几个月即可。

杰夫：不错。但要是我们没有达到原来预订的销售量，怎么办？

马库斯：我们没有任何理由担心达不到销售目标。毕竟去年我们在预测销售量时是非常保守的。

杰夫：那么，如果我们的销售量低于预期，我们该怎么办？

马库斯：我们总是能周转一些资金作为临时解决办法。你还有什么顾虑吗？

杰夫：没有，就这么多了。现在我对本年度的现金流量更有信心了。谢谢你的帮助。

Review

情景词汇

anyway不管怎样

conservative保守的

projection预期

reserve储备金

常用搭配

a cash flow projection现金流预测

a short-term fix临时解决办法

annual budget for the year今年的年度预算

be conservative with.....对.....很保守

be in danger of.....面临.....危险

break even收支平衡

cash flow现金流

delay payments拖延付款

go into the red出现赤字

have a chance to do.....抽时间做.....

high-sales months旺季

lean periods淡季

peak sales months销售高峰期

reach the sales达到销售目标

set aside留出；拨出

成本控制 Cost Control

成本变化

Material costs jumped 6.6% and wages decreased 2% since December. 自12月起，原料成本增长了6.6%，而工资却减少了2%。

Oil prices climbed 0.3% in June from the previous month and 2.4% from a year before. 6月份的石油价格比上月涨了0.3%，比一年前涨了2.4%。

控制成本

We need to do what we can to cut costs. 我们要竭尽所能削减成本。

We have no choice but to tighten up on spending. 我们除了紧缩

开支别无选择。

Unit costs can come down if we invest in new machinery.如果我们新的设备上线，就能降低单体成本。

They share their marketing and brand assets.他们共享营销和品牌资产。

We've already cut resourcing by restructuring the company.通过将公司重组，我们已经削减了人力资源成本。

We've managed to reduce the unit costs by increasing the number of units that we produce.通过提高单位产品的出产量，我们减少了单位成本。

We can pay for the component instead of paying for the hourly work involved.我们可以按件付费，而不是按工时付费。

We are planning to cut office costs down to below one million dollars per year.我们计划将办公费降至每年少于100万美元。

备用句

These jobs should be kept within budget.要确保支出不超过预算。

This has cut our costs dramatically.这极大地削减了成本。

With increased production, we'll cut unit costs.产量增加，单位成本就会降低。

We need to get better at controlling the costs.我们应该进一步控制成本。

You need to start with the cost codes.你需要从成本代码入手。

情景对话

对话场景：经济不好，总经理召集各部门商量进一步降低成本的办法，回顾最近几年降低成本的招数。

句型重点：降低成本的说法。

Director : Seeing as the economy is the way it is right now, it's been agreed that we need to do what we can to cut costs.

成本还得降

Manager 1 : Perhaps we could look at what we've already done to cut costs in the last few years and then go from there.

这几年我们一直在降

Director : Good idea. Would you like to start?

哪些方面？

Manager 1 : Sure. We've already cut resourcing by restructuring the company as a global company. This means that we only need one Marketing Director for the entire company instead of a Marketing Director for each local team.

人力费用

Director : How about unit costs?

Manager 2 : We've managed to reduce the unit costs by increasing the number of units that we produce. We've been able to do that by creating fewer localized products and more global products.

产品成本

Director : How about marketing costs?

Manager 3 : Again, we've created a website for the marketing teams so that they share their marketing and brand assets.

市场费用

Director : Have you done anything about the number of samples we give away?

还能省点吗？

Manager 3 : Yes, we've also put many of our samples online. This has cut our costs dramatically.

这招早用过了

译文

总经理：鉴于当前的经济形势，我们一致赞成要竭尽所能削减成本。

部门主管1：或许我们可以先回顾一下最近几年为削减成本所采取的措施，然后从这儿谈起。

总经理：好主意。可以开始了吗？

部门主管1：当然。通过将公司重组为全球性的企业，我们已经削减了人力资源成本。这意味着并不需要在每个地方团队都配上营销主管，整个公司有一位即可。

总经理：那如何削减产品单位成本？

部门主管2：通过提高单位产品的出产量，我们已经成功地降低了单位成本。而我们是通过减少生产本地化产品，增加全球性产品，才提高了总出产量。

总经理：那如何削减营销成本？

部门主管3：同样，我们为销售团队创建了一个网站，这样他们就能共享营销和品牌资产。

总经理：你们对派发样品的数量采取什么措施了吗？

部门主管3：有，我们将很多样品发布到了网上，这样就极大地削减了成本。

Review

情景词汇

dramatically极大地

entire整个的

increase增加

restructure部门调整和改组

share共享

常用搭配

brand assets品牌资产

cost codes成本代码

cut costs削减成本

cut resourcing削减人力成本

global company全球性的企业

global products全球性产品

have no choice but to do.....除了.....别无选择

localized products本地化的产品

office costs办公费

pay for the hourly work按工时付费

reduce costs降低成本

seeing as.....鉴于.....

is the way it is也就这样了（不见好转）

marketing costs营销成本

pay for the component按件付费

put.....online将.....发布到网上

restructure the company重组公司

tighten up on spending紧缩开支

unit costs产品单位成本

公共关系 **Public Relations**

记者招待会 **Press Conferences**

宣布消息

Thank you for coming to our press conference today.感谢大家出席我们今天的新闻发布会。

I've got an important announcement to make today.今天我要公布一个重大消息。

Pizza House acquired Spaghetti Fun World today.比萨饼之家今天收购了意大利面欢乐世界。

回答记者提问

Negotiations started six months ago. 6个月前谈判就已启动。

The name of the restaurants will stay the same.餐厅将保留原

名。

He will stay on as Chief Executive Officer.他将继续担任首席执行官。

We would like to modernize the Spaghetti Fun World brand.我们希望意大利面欢乐世界品牌更具有现代气息。

I do not believe at this point that we will have to cut staff.我认为此时我们并不需要裁减员工。

We will offer additional training and benefits for all staff.我们会对所有的员工提供额外的培训和福利。

备用句

How long were you in negotiations?你们谈判了多长时间？

What will happen to Spaghetti Fun World restaurants?意大利面欢乐世界餐厅将有何变化？

What kind of changes can we expect to see in the next year?我们能期待在明年看到什么改变？

Will there be any redundancies?会裁员吗？

So expect to see some well-needed changes with the brand soon.所以你们可以期待很快看到这个品牌所急需的改变。

情景对话

对话场景：一比萨饼公司收购了通心粉公司。首席执行官在新闻发布会上宣布这一重大消息，并回答记者提问。

句型重点：向媒体说明公司的重大举措。

Luigi : Thank you for coming to our press conference today.
My name is Luigi Pellegrino, CEO of Pizza House.I've got an

important announcement to make today. Pizza House acquired Spaghetti Fun World today.

CEO宣布重大消息：公司并购

Reporter : How long were Pizza House and Spaghetti Fun World in negotiations?

谈判多久了？

Luigi : Negotiations started six months ago.

Reporter : What will happen to Spaghetti Fun World restaurants?

被收购公司会怎样？

Luigi : Although we now own Spaghetti Fun World, the name of the restaurants will stay the same.

Reporter : What will happen to Mark Smith, CEO of Spaghetti Fun World?

原CEO命运如何？

Luigi : He will stay on as Chief Executive Officer.

Reporter : What kind of changes can we expect to see in the next year?

有何重大举措？

Luigi : We would like to modernize the Spaghetti Fun World brand, so expect to see some well-needed changes with the brand soon.

Reporter : How about the Spaghetti Fun World staff? Will there

be any redundancies?

会裁员吗？

Luigi : I do not believe at this point that we will have to cut staff. We will, however, offer additional training and benefits for all staff.

译文

路易吉：感谢大家出席我们今天的新闻发布会。我叫路易吉·佩莱格里诺，是比萨饼之家的首席执行官。今天我要公布一个重大消息。比萨饼之家今天收购了意大利面欢乐世界。

记者：比萨饼之家与意大利面欢乐世界谈判了多长时间？

路易吉：6个月前谈判就已启动。

记者：意大利面欢乐世界餐厅将有何变化？

路易吉：虽然我们现在拥有意大利面欢乐世界，但是餐厅将保留原名。

记者：意大利面欢乐世界的总裁马克·史密斯将有何动向？

路易吉：他将继续担任首席执行官。

记者：我们能期待在明年看到什么改变？

路易吉：我们希望意大利面欢乐世界品牌更具有现代气息，所以你们可以期待很快看到这个品牌所急需的改变。

记者：那意大利面欢乐世界的员工呢？会有裁员吗？

路易吉：我认为此时我们并不需要裁减员工。不过，我们会对所有的员工提供额外的培训和福利。

Review

情景词汇

announcement 公告；消息

benefit 福利

CEO (Chief Executive Officer) 首席执行官

own拥有

modernize使.....现代化

negotiation谈判

redundancy裁员

pizza比萨饼

staff员工

spaghetti意大利面

常用搭配

cut staff裁减员工

at this point此时

have an important announcement to make有重大消息要发布

expect to see.....期待看到.....

in negotiations在谈判中

press conference新闻发布会

offer additional training提供额外的培训

stay the same保留原样

stay on as.....留下来担任.....

well-needed changes急需的改变

接受采访 An Interview

开场白

Thanks for meeting with me today.谢谢您今天能与我见面。

I should congratulate you on being named the most successful female CEO in the world.我要恭喜您被评为世界上最成功的女首席执行官。

记者提问

What are your plans with that?您对此有何规划？

So what are your main objectives?请问你们的主要目标是什么？

Do you have any more investment plans in China?你们在中国还有什么投资计划吗？

回答

Our company believes that education is very important.我们公司认为教育极为重要。

We are very excited about the acquisition of All Street English Schools.我们对成功收购渥尔街英语学校感到非常兴奋。

We hope to increase profits by 20% in three years.我们希望3年后能将利润提高20%。

China is one of the emerging markets for us.对我们而言，中国是一个新兴市场。

We plan on investing heavily to allow for even more technologically advanced education.我们计划投入大量资金来引进技术更先进的教学设施。

Who knows what the future might bring.谁知道将来会发生什么

呢。

结束语

Excellent interview. Thanks for your time.这次访谈非常出色。
谢谢您。

备用句

Could you tell us more about your business in China?请多谈谈
贵公司在中国的业务好吗？

We are newcomers, and we have great interest in the Chinese
market.我们初来乍到，对中国市场有浓厚的兴趣。

We'd like to make ourselves known to potential partners.我们希
望能使潜在客户熟悉我们。

We are one of the world's leading companies for producing
tyres.我们是世界最大的轮胎制造商之一。

Recently our company acquired one of the top car producers in
America.最近我公司收购了美国最大的汽车生产商之一。

50%of our products have been exported here.我们50%的产品已
经出口到了这里。

情景对话

对话场景：一家公司最近收购了一所大型语言学校。公司的女首
席执行官接受记者采访。

句型重点：对媒体阐释公司的发展意图。

Reporter : My name is Susan Brown and I'm from the Women's
Business Weekly Review. Thanks for meeting with me today.

记者自我介绍

Marjorie : It's a pleasure.

Reporter : So, first of all, I should congratulate you on being named the most successful female CEO in the world. That's quite a feat.

祝贺当选.....

Marjorie : Thank you. I'm still amazed that my name is at the top of the list.

Reporter : Now, recently your company acquired one of the top English language schools in China. What are your plans with that?

公司的最新动向

Marjorie : Well, our company believes that education is very important, so we are all very excited about the acquisition of All Street English Schools. We hope to increase profits by 20%in three years.

Reporter : How do you plan on doing that?

进一步的打算

Marjorie : Well, although ASE Schools use technology in the classroom already, we plan on investing heavily to allow for even more technologically advanced education. Reporter : Do you have any more investment plans in China?

有重要投资吗？

Marjorie : Not at the moment, but it is one of the emerging markets for us, so who knows what the future might bring.

Reporter : Excellent interview. Thanks for your time.

译文

记者：我叫苏珊·布朗，来自《女性商务评论周刊》。谢谢您今天能与我见面。

玛乔丽：见到你很高兴。

记者：那么，首先，我要恭喜您被评为世界上最成功的女首席执行官。这实在太了不起了。

玛乔丽：谢谢你。我至今仍对自己排在榜首感到惊讶。

记者：嗯，最近贵公司收购了中国一家顶尖的英语学校。您对此有何规划？

玛乔丽：嗯，我们认为教育极为重要，因此我们对成功收购渥尔街英语学校感到非常兴奋。我们希望3年后能将利润提高20%。

记者：为实现这个目标，您有何计划？

玛乔丽：嗯，虽然渥尔街英语学校已经在课堂上使用了一些科技产品，但我们计划投入大量资金引进技术更先进的教学设施。

记者：您在中国还有什么投资计划吗？

玛乔丽：目前没有，但是对我们而言，中国是一个新兴市场，所以谁知道将来会发生什么呢。

记者：这次的访谈非常出色。感谢您。

Review

情景词汇

acquire购得

acquisition收购行为

feat功绩

leading领先的

newcomer新来者

review评论

technology科技，技术

top顶尖的

常用搭配

allow for.....将.....包括在内

at the top of the list排在榜首

congratulate sb on sth为某事祝贺某人

emerging markets新兴市场

invest heavily to.....投入大量资金于.....

technologically advanced education技术先进的教学设施

investment plan投资计划

not at the moment目前没有

potential partner潜在客户

事故之后 After an Accident

陈述事故

As you may have heard, there was a fire in one of our factories today.您可能已经听说了，今天我们的一家工厂发生了火灾。

There haven't been any confirmed fatalities yet.目前还未证实有人死亡。

At this point in time, I do not have all the details.目前，我还不知道细节。

I can confirm that it is in the process of being contained.我可以确定局面已在控制中了。

Once the investigation is complete, we will issue a report.等我们完成了调查，就会发布一个报告。

应急措施

Some of the workers have been taken to the hospital.有些工人已被送往医院。

Our company has placed phone calls to all the families.公司已往所有职工家中打过电话。

We offer private health insurance to all of our workers, so there is no need to worry about the hospital bills.我们给所有职工都提供了个人医疗保险，所以没有必要担心医疗费用的问题。

事故原因

We are still waiting for investigation results.我们仍在等待调查结果。

We are working together to identify the cause of the fire.我们正在竭力寻找起火原因。

We'll be in touch tomorrow morning for an update.明天早上我会就最新消息跟你联系。

备用句

Were there any fatalities?有人死亡吗？

Have there been any injuries?有没有人受伤？

Can you confirm which factory the fire took place in?你能否确

是哪一家工厂发生了火灾？

Where did the accident occur? 事故发生在哪里？

Do we know what caused the fire? 知道引起火灾的原因吗？

This hasn't happened before. 这类事情以前没有发生过。

I can confirm that an incident has occurred in the plant. 我可以确定工厂确实发生了一件事。

情景对话

对话场景：厂房发生了一起火灾事故。工厂的公关负责人接待前来采访的记者。

句型重点：向媒体说明事故的发生情况和善后处理办法。

Public Relations : As you may have heard, there was a fire in one of our factories today.

证实事故确已发生

Reporter : Can you confirm which factory the fire took place in?

在哪里？

Public Relations : It was one of our factories in Brownville.

Reporter : Were there any fatalities?

有伤亡吗？

Public Relations : There haven't been any confirmed fatalities yet, but some of the workers have been taken to the hospital.

Reporter : Have the families of the workers been contacted

yet?

联系家属了吗？

Public Relations : Our company has placed phone calls to all the families, but unfortunately, we have not been able to reach all of them.

Reporter : Who will pay for the hospital bills?

谁付医药费？

Public Relations : We offer private health insurance to all of our workers, so there is no need to worry about the hospital bills.

Reporter : Do we know what caused the fire?

事故原因？

Public Relations : The fire fighters and police officers are working together to identify the cause of the fire. We are still waiting to hear from them.

Reporter : Thank you for your time. We'll be in touch tomorrow morning for an update.

译文

公关负责人：您可能已经听说了，今天我们的一家工厂发生了火灾。

记者：您能否确认是哪一家工厂发生了火灾？

公关负责人：是我们位于布朗维尔的一家工厂。

记者：有人伤亡吗？

公关负责人：目前还未证实有人死亡，但是有些工人已被送往医院。

记者：与工人的家属取得联系了吗？

公关负责人：公司已往所有职工家中打过电话，但遗憾的是，有些家庭我们没能联系上。

记者：医疗费用由谁来支付？

公关负责人：我们给所有职工都提供了私人医疗保险，所以没有必要担心医疗费用的问题。

记者：知道引起火灾的原因吗？

公关负责人：消防员和警察正在竭力寻找起火原因。我们仍在等待他们的调查结果。

记者：非常感谢您。明天早上我会就最新消息跟您联系。

Review

情景词汇

cause引起；原因

confirm证实

fatality（因意外事故的）死亡；死者

fire火灾

incident事故

injury受伤

investigation调查

occur发生

常用搭配

confirmed fatality已证实的死亡

fire fighter消防员

have been taken to the hospital已被送往医院

hospital bills医疗费

identify the cause of the fire寻找起火原因

be in the process of being contained已在控制中

investigation results调查结果

issue a report发布一个报告

place phone call to.....给.....打电话

private health insurance私人医疗保险

take place in发生

筹备会议 Preparing Meetings

会议策划 Conference Planning

时间

It's scheduled for the first week of July.它安排在7月的第一个星期召开。

Delegates will arrive on Sunday morning.代表们将在周日上午抵达。

The rest of the conference will take place from Monday to Friday.接下来的会议将从周一持续到周五。

When will invitations go out to the delegates?什么时候将邀请函发给代表们？

食宿和人数

We've reserved rooms in the Hillington Hotels in London.我们已经在伦敦的希灵顿酒店预订了房间。

Lunch will be provided from Monday to Friday.周一到周五会提供午餐。

So far we've got a total of thirty-four participants.迄今为止与会者有34位。

宴会

There will be an optional dinner and reception on Sunday night.周日晚上将举办一场晚宴和欢迎仪式，大家可以随意出席。

There will be a banquet on Thursday night for dinner.周四晚上会举办一场晚宴。

费用

Minus the cost of flights and meals, it will cost approximately \$800 per person.除去机票和膳食费，每位与会代表大约要花费800美元。

We're working with a budget of 2000 yuan per participant.我们要做的预算是每位与会者2000元人民币。

备用句

Will it run for the entire week or will it just run through the work week?会议是会持续一整周的时间还是只在工作周内举行？

How much will it cost for each delegate?每位代表的花费会是多少？

What about the location?会址选在哪里？

I think I've found the ideal spot.我认为已经找到了理想的地点。

I think we can get this place for less.我认为选这个地方开支要少一些。

情景对话

对话场景：公司即将召开全球销售和营销年会。卡尔和莫琳正在拟定会议方案。

句型重点：说明大型会议的准备情况。

Carl : So, when is the annual global sales and marketing conference this year?

会议日期

Maureen : It's scheduled for the first week of July.

Carl : Will it run for the entire week or will it just run through the work week?

持续时间

Maureen : Delegates will arrive on Sunday morning. There will be an optional dinner and reception on Sunday night. The rest of the conference will take place from Monday to Friday.

Carl : Where will it take place?

地点

Maureen : We've reserved rooms in the Hillington Hotels in London.

Carl : That should be very nice. How much will it cost for each delegate?

费用

Maureen : Minus the cost of flights and meals, it will cost approximately \$800 per person.

Carl : Will any of the meals be provided?

支餐吗？

Maureen : Lunch will be provided Monday to Friday. In addition, there will be a banquet on Thursday night for dinner.

Carl : When will invitations go out to the delegates?

什么时候发邀请函？

Maureen : I've written the e-mail, but would like you to review it before I send it out.

Carl : Great. I think we're all sorted then.

译文

卡尔：嗯，今年什么时候召开全球年度销售和营销会议？

莫琳：安排在7月的第一个星期召开。

卡尔：会议是会持续一整周的时间还是只在工作周内举行？

莫琳：代表们将在周日上午抵达。周日晚上将举办一场晚宴和欢迎仪式，大家可以随意出席。接下来的会议将从周一持续到周五。

卡尔：在哪里举行？

莫琳：我们已经在伦敦的希灵顿酒店预订了房间。

卡尔：这听起来挺不错。每位代表的花费会是多少？

莫琳：除去机票和膳食费，每位与会代表大约会花800美元。

卡尔：提供餐饮吗？

莫琳：周一到周五有午餐。此外，周四晚上会举办一场晚宴。

卡尔：什么时候将邀请函发给代表们？

莫琳：我已经写好了邮件，但是我想让你检查之后再发出去。

卡尔：好的。我想我们已经理清了。

Review

情景词汇

delegate与会代表

flight机票

invitation邀请函

meal膳食费

minus除去

optional可选择的，随意的

reception欢迎仪式

常用搭配

a banquet on Thursday night for dinner周四晚上的一场晚宴

an optional dinner可随意出席的晚宴

annual global conference全球年度会议

provide meals提供餐饮

reserve room预订房间

run for the entire week持续一整周

run through the work week在工作周内进行

send it out发出去

write the e-mail写邮件

安排议程 Scheduling Meetings

参加人员

You'll need to invite the following :你需要邀请下列人员 :
.....

时间

Let's try to schedule it for next Thursday at 3 o'clock PM.就安排在下周四下午3点吧。

Ninety minutes should be sufficient for this meeting.这个会90分钟应该足够了。

议程

The meeting will start at 9 : 30 AM. We'll break for coffee at 11 o'clock. That'll be in the Garden. Then it will be lunch time. We can start the workshop right after lunch. We'll have tea at 5 o'clock PM. After that we'll go on till all the papers have been presented. 会议将在上午9 : 30开始。11点是茶歇时间。那将在花园举行。随后会是午餐时间。午饭后便可以开始研讨会了。下午5点是下午茶时间。之后，我们会继续开会，直到所有的论文宣讲完毕。

会务安排

Let's try to get the Board Room Annex.最好用董事室的辅间。

Let's get some coffee, tea and biscuits.给我们来一些咖啡、茶，还有饼干吧。

I'll send the meeting invitations out this afternoon.我会在今天下午发出会议邀请函。

备用句

How long would you like me to schedule it for? 您希望这个会议安排多长时间呢？

We should leave the actual time flexible. 我们应该灵活地控制时间。

Do you have any preferences for the meeting room? 对这次会议用的房间，您有什么特别要求吗？

Do you want me to order any refreshments from catering? 我还需要从餐饮公司订购一些茶点吗？

情景对话

对话场景：费利克斯和妮科尔正在筹备一个公司内部的小型会议。

句型重点：说明小型会议的准备情况。

Felix : Do you have a few minutes to go over the details of the Metadata Meeting?

两人讨论会议日程

Nicole : Yes. First of all, you'll need to invite the following : the marketing manager, the publishing manager, the design manager, the web development manager and the web content manager.

参会者

Felix : Who is the marketing manager now that Allie went on maternity leave?

Nicole : Invite the sales manager in her place. I don't think she's actually been replaced yet.

Felix : When did you want this to take place?

日期和时间

Nicole : Let's try to schedule it for next Thursday at 3 o'clock PM.

Felix : How long would you like me to schedule it for?

会议时长

Nicole : Ninety minutes should be sufficient.

Felix : Do you have any preferences for the meeting room?

会议室

Nicole : Let's try to get the Board Room Annex.

Felix : Do you want me to order any refreshments from catering?

茶点

Nicole : Yes, let's get some coffee, tea and biscuits. You can put that on my code.

Felix : OK, I think that's everything. I'll send the meeting invitations out this afternoon. Thanks for your time.

译文

费利克斯：能耽误您几分钟，我们讨论一下元数据会议的细节吗？

妮科尔：好的。首先，你需要邀请下列人员参加：市场部经理、出版部经理、设计部经理、网站开发经理和网站内容经理。

费利克斯：阿莉去休产假后，谁是市场部经理呢？

妮科尔：就邀请销售部经理代替她参加吧。我想大概还没有人取

代她的位置。

费利克斯：您希望会议什么时候开始？

妮科尔：就在下周四下午3点吧。

费利克斯：多长时间呢？

妮科尔：90分钟应该足够了。

费利克斯：对这次会议用的房间，您有什么特别要求吗？

妮科尔：最好用董事室的辅间。

费利克斯：我还需要从餐饮公司订购一些茶点吗？

妮科尔：嗯，给我们来一些咖啡、茶还有饼干吧。你可以用我的代码订购。

费利克斯：好的，我想就这些了。我会在今天下午发出会议邀请函。谢谢您。

Review

情景词汇

annex辅间；附属建筑

biscuits饼干

catering餐饮公司

following下列

order订购

paper论文

preference偏爱

refreshment茶点，小吃

replace取代

sufficient足够的

tea茶会

常用搭配

break for coffee茶歇

go over the details讨论细节

lunch time午餐时间

Let's try to do.....那我们就.....

invite A in B's place邀请A代替B参加

schedule it for.....安排在.....(时间)

That's everything.就这些了。

workshop研讨会

日程变动 **Changing the Agenda**

时间变动

Is there any chance we can change the date?我们可以更改日期吗?

It's going to start at 8 : 00 instead of 8 : 30.开始时间从8 : 30改为8 : 00。

He has changed his flight and won't arrive until 11 am.他的航班有变，上午11点才能到达。

We'll have to shorten the lunch to allow for the extra thirty minutes on the agenda.我们得缩短午饭时间，在日程表上腾出30分钟。

I'll change lunch to 12 : 30 to 1 : 15 instead of 12 : 15 to 1 : 30.我可以把午饭时间从12 : 15到1 : 30改为12 : 30到1 : 15。

议程变动

A speech on Saturday morning has been cancelled.周六上午的一个演讲被取消了。

There's no time for such an addition.没有时间增加这一项了。

We have to postpone his presentation till the afternoon.我们不得不将他的演讲推迟到下午。

地点变动

We'll have to look for another meeting room.我们需要换一个会议室。

备用句

Do you have the latest meeting agenda?你有最新的会议日程吗？

We'll need to make the changes to the agenda.我们需要对这个日程做些改动。

What are the changes?有哪些变动呢？

I'll revise the agenda.我来修改日程。

I'm not sure that's going to work, actually.其实我不太确定这是否可行。

Many of the people won't arrive until 8 : 30.许多与会人员在8 : 30才会抵达。

We'll keep the 8 : 30 start then.既然如此，还是8 : 30开始吧。

He isn't going to come in the afternoon.他下午不会来了。

情景对话

对话场景：马丁和克莱尔商量如何增加半小时的会议时间。但将会议提前不太现实，所以后来决定将午餐时间缩短。

句型重点：调整会议时间的说法。

Martin : Do you have the latest meeting agenda?

Clare : I think so. It hasn't changed since you gave me the agenda last week.

Martin : I must not have given you the changes then. We'll need to make the changes to the agenda and send it out tonight.

议程有变

Clare : OK. Let me know what they are and I'll revise the agenda.

Martin : OK, the first one is the starting time. It's going to start at 8 : 00 instead of 8 : 30.

时间提前

Clare : I'm not sure that's going to work, actually. Many of the people coming to the meeting won't arrive until 8 : 30.

Martin : Why is that?

Clare : Well, many of the people coming to the meeting are on the red eye from Shanghai and their plane doesn't arrive until 7 : 30. It will take about an hour to get to our offices from the airport.

不可能

Martin : OK, we'll keep the 8 : 30 start then, but we'll have to shorten the lunch to allow for the extra thirty minutes on the agenda.

缩短午餐时间

Clare : That's not a problem. I'll change lunch to 12 : 30 to 1 : 15 instead of 12 : 15 to 1 : 30.

应该可以

Martin : That's great. Don't forget to tell the caterers.

及时通知相关部门

Clare : Not to worry. I've got it under control.

译文

马丁：你有最新的会议日程吗？

克莱尔：我想应该有。但上周你给我之后就没再改动过了。

马丁：那么，我本不应该再给你这些改动了，但我们需要对这个日程做些改动，并在今晚发送出去。

克莱尔：好的，告诉我哪儿需要改吧，我来修改日程。

马丁：好的，第一项是会议的开始时间，从8：30改为8：00开始。

克莱尔：其实我不太确定这是否可行。许多与会人员在8：30才会抵达。

马丁：为什么？

克莱尔：来参加会议的许多人都是从上海搭乘红眼航班过来的，他们的飞机7：30才能到达机场，从机场到我们的办公室还得花一个小时左右的时间。

马丁：既然如此，还是8：30开始吧，但是我们得缩短午饭时间，在日程表上腾出30分钟的时间。

克莱尔：这没问题。我可以把午饭时间从12：15到1：30改为12：30到1：15。

马丁：很好，不要忘了告诉餐饮公司。

克莱尔：别担心。一切都安排好了。

Review

情景词汇

agenda日程，议程

caterer餐饮公司

latest最新的

revise修改

work可行

常用搭配

allow for the extra thirty minutes腾出30分钟

be on the red eye乘红眼航班

change lunch to.....把午饭时间改为.....

get it under control一切都在掌控中

keep the 8 : 30 start保留8 : 30开始

make the changes to the agenda修改日程

revise the agenda修改日程

send it out发送出去

shorten the lunch缩短午饭时间

start at.....在.....时候开始

the latest meeting agenda最新的会议日程

starting time开始时间

预订会议室 **Booking a Meeting Room**

时间

I'd like to book the room for next Wednesday.我要预订下个星期三的房间。

Do you have anything available from 3 : 00 to 4 : 15?从下午3 : 00到4 : 15有空房间吗？

If you can change the time to 2 : 30 to 3 : 45 , you can have Conference Room 1.如果您能把时间改到下午2 : 30到3 : 45 , 您就可以使用第一会议室。

目的

We're having a conference reception.我们要举行一个会议招待会。

We plan on holding the seminar in the daytime and having a party in the evening.我们计划白天开研讨会，晚上举办晚会。

会议室大小

How many people do you need the room for?您需要能容纳多少人的房间？

It has the capacity to hold 200 people.这里能容纳200人。

会场

Do you need to reserve anything for the meeting?A projector,

interactive whiteboard, video conferencing, etc?您需要为会议准备点东西吗，比如投影仪、互动白板、视频会议等？

We could use some flip charts.我们要用到一些活动挂图。

备用句

What date are you looking at?您想预订哪天的房间？

What time next Wednesday?下星期三的什么时候？

There is no empty meeting room that day.当天已经没有多余的会议室了。

There's enough room for everyone there.那里的空间足够安排所有的与会者。

Maybe we can borrow a room from the XY Firm.也许我们可以从XY公司借一间会议室。

Unfortunately, we don't have any rooms for nine people available at that time.很遗憾，那个时间段没有能容纳9个人的房间。

情景对话

对话场景：基思打电话订一间会议室，详细说明其需要。

句型重点：订会议室的说法。

Facilities Management : Can I help you?

Keith : I'd like to book a room, please.

订一间会议室

Facilities Management : OK. What date are you looking at?

Keith : I'd like to book the room for next Wednesday.

日期

Facilities Management : What time next Wednesday?

时间

Keith : Let's see. I've just got to check my notes here.....yes, here it is.Do you have anything available from 3 : 00 to 4 : 15?

Facilities Management : How many people do you need the room for?

人数

Keith : Let me just do a quick check here , 1 , 2 , 3 , 4 , 5 , 6 , 7 , 8.....eight people. Oh, and me.That's nine people.

Facilities Management : Unfortunately, we don't have any rooms for nine people available at that time. If you can change the time to 2 : 30 to 3 : 45 , you can have Conference Room 1.

会议室

Keith : That will work. Thanks a lot.

Facilities Management : Not a problem. Do you need to reserve anything for the meeting?A projector, interactive whiteboard, video conferencing, etc?

会议设施

Keith : Actually, we could use some flip charts.

Facilities Management : OK, we'll make sure they are in the room for your meeting.

译文

设备管理：有什么能为您效劳的吗？

基思：我要预订一个房间。

设备管理：没问题。您想要哪天的房间？

基思：我要预订下星期三的。

设备管理：下星期三的什么时候？

基思：让我想想。我得查一下我的笔记，啊.....在这儿。下午3：00到4：15有空房间吗？

设备管理：您需要能容纳多少人的房间？

基思：我快速算一下，1，2，3，4，5，6，7，8，.....8个人，哦，加上我，一共9个人。

设备管理：很遗憾，那个时间段没有能容纳9个人的房间。如果您能把时间改到下午2：30到3：45，您就可以使用第一会议室。

基思：这也行，谢谢你。

设备管理：没关系。您需要为会议准备点东西吗，比如投影仪、互动白板、视频会议等？

基思：实际上，我们要用到一些活动挂图。

设备管理：好的。我们会确保您的会议室里到时有这些东西。

Review

情景词汇

available可获得的

capacity容量

party晚会

projector投影仪

reserve预订

seminar研讨会

常用搭配

book the room for.....预订.....（日期）的房间

change the time to.....把时间改到.....

conference reception会议招待会

check my notes查一下我的笔记

flip charts活动挂图

do a quick check速算一下

video conferencing视频会议

会议服务 **Meeting Services**

会场设施

Do you have Internet access in the meeting rooms?会议室里可以上网吗？

The air-conditioner in Meeting Room 1 is broken.第一会议室的空调坏了。

We can provide audio and video services if they are required.如果需要的话，我们可以提供音响和录像服务。

You can use the business center if you need to make copies.如果你需要影印东西的话，可以去商务中心。

会场布置

I need to set up four flip charts in the corners of the room.我需要在会议室的4个角落摆上4个活动挂图。

I also need to set up the interactive whiteboard, the projector and five laptops.我还需要设置互动白板、投影仪和5台手提电脑。

I've got to move the tables to form a horseshoe shape.我得去搬一下桌子，把它们摆成马蹄形状。

Can you decorate the venue in our company colors?你们可以用我们公司的标志色布置会场吗？

Can you provide background music?你们可以提供背景音乐吗？

餐饮服务

Tea and coffee will be provided over here at the bar.我们提供茶和咖啡，在吧台这里。

We will also provide some mid-morning snacks and cakes.我们还会提供上午茶的茶点和蛋糕。

A buffet will be served at 12 : 30 in the restaurant.在12 : 30餐厅将提供自助餐。

备用句

What services do you provide?你们能提供什么服务？

We need to confirm the lunch and afternoon break orders from catering.我们需要向餐饮公司确认一下午餐和下午茶的订单。

Will it be ready by the time the delegates arrive at 11 : 00?在代表们11 : 00到达之前，一切都能就绪吗？

We need to have IT confirm that the network points are working.我们需要IT部门确认网络点运行正常。

Do you know how to hook the laptop up to the projector?你知道如何把笔记本电脑和投影仪连接上吗？

情景对话

对话场景：萨莉和理查德落实开会前的各项准备。

句型重点：布置会议室的说法。

Sally : Is the room all set up for the conference today?会议室准备好了吗？

Richard : Nearly.I've just got a few things left to organize.

Sally : Will it be ready by the time the delegates arrive at 11 : 00?

开始时间

Richard : It should be. Perhaps you could help?

Sally : Sure. What would you like me to do?

Richard : We need to have IT confirm that the network points are working.

Sally : Anything else?

Richard : We also need to confirm the lunch and afternoon break orders from catering.

午餐和茶点

Sally : That won't take long. What else do you need?

Richard : I've got to move the tables to form a horseshoe shape and set up four flip charts in the corners of the room.

会议室的布置

Sally : Do you want me to request help from some of the assistants for that?

帮手

Richard : That would be helpful. I also need to set up the interactive whiteboard, the projector and five laptops.

放映设备

Sally : OK, I'll start with the phone calls and the assistants and then we'll go from there.

译文

萨莉：今天会议要用的房间都准备好了吗？

理查德：差不多了。还剩几件事没来得及组织。

萨莉：在代表们11：00到达之前，一切都能就绪吗？

理查德：应该没问题。也许你能帮些忙？

萨莉：没问题。你需要我做什么？

理查德：我们需要IT部门确认网络点运行正常。

萨莉：还有吗？

理查德：我们还需要向餐饮公司确认一下午餐和下午茶的订单。

萨莉：这不会花很长时间。你还需要我做些什么吗？

理查德：我得去搬一下桌子，把它们摆成马蹄状，然后在会议室的角落摆上4个活动挂图。

萨莉：那你需要我叫一些助理来帮忙吗？

理查德：那太好了。我还需要设置互动白板、投影仪和5台手提电脑。

萨莉：好的，那我会先打电话确认以及联系助理，然后我们就开始干活儿。

Review

情景词汇

hook把.....接通

laptop笔记本电脑

venue场地

buffet自助餐

常用搭配

a horseshoe shape马蹄铁形

afternoon break下午茶

air-conditioner空调

background music背景音乐

business center商务中心

company colors公司的标志色

hook the laptop up to the projector把笔记本电脑连在投影仪上

in the corners of the room在房间的角落里

request help from sb叫某人来帮忙

network point网络点

start with the phone calls开始打电话

set up挂上

承办宴会 **Catering**

时间

Do you have a date in mind?您有具体日期吗？

We would like it to take place on December 12th from 5 : 00

PM to midnight.我们想在12月12号的下午5:00至午夜举行。

人数和预算

How many people should we plan for?我们需要准备多少人的?

What kind of budget are you working with?您的预算是多少?

Approximately\$20 per person.大概人均20美元。

菜单

What sort of food would you like?你们需要哪种食物?

I'll send you a list of sample menus for you to choose from.我会先送一些样品菜单供您挑选。

What kind of refreshments do you offer?你们可以提供哪些饮料?

It will cost extra.这要额外收费。

备用句

Would you be available then?那个时段你们有空吗?

We'll be able to confirm the number closer to the date.临近日期时我们才能确定具体人数。

We provide a buffet.我们提供自助餐。

Just a light lunch.简便的午饭即可。

We usually offer tea, coffee and fruit juice.我们常提供的有茶、咖啡和果汁。

Can you provide champagne?你们能提供香槟酒吗?

情景对话

对话场景：斯蒂芬打电话给一家餐饮公司订圣诞年会餐。

句型重点：订会议餐的说法。

Receptionist : Fancy Foods, Incorporated. This is Amy. How can I help you?

Stephen : Hi, Amy. This is Stephen calling from Brilliant Designs. I'm calling to inquire about your catering services.

Receptionist : Yes, what kind of event are you inquiring about?

什么活动的餐？

Stephen : It's about our annual staff Christmas party.

Receptionist : Do you have a date in mind?

日期

Stephen : Yes, we would like it to take place on December 12th from 5 : 00 PM to midnight. Would you be available then?

Receptionist : You're in luck. We are available. How many people?

人数

Stephen : Approximately 200 people. We'll be able to confirm the number closer to the date.

Receptionist : That's not a problem. What kind of budget are you working with?

人均标准

Stephen : Approximately \$20 per person.

Receptionist : OK, that's great. I'll send you a list of sample menus for you to choose from and then I can set up a meeting for us to finalize the menu.

菜单

Stephen : That's great. I look forward to reviewing the sample menus.Thanks !

译文

接待员：美味食物公司。我是埃米，请问您需要什么帮助？

斯蒂芬：埃米，你好，我是杰出设计公司的斯蒂芬。我打电话是询问关于餐饮服务方面的事情的。

接待员：好的，您要咨询什么样的活动餐？

斯蒂芬：是我们公司的员工年度圣诞晚会。

接待员：您知道具体日期吗？

斯蒂芬：是的，我们想在12月12号的下午5：00至午夜举行。那个时段你们有空吗？

接待员：您很幸运，我们能为您服务。晚会有多少人参加？

斯蒂芬：大约200人吧。临近日期时我们才能确定具体人数。

接待员：没问题。那您的预算是多少？

斯蒂芬：大概人均20美元。

接待员：好的。我会先送一些样品菜单供您挑选，然后再安排一下我们之间的会谈，确定最终的菜单。

斯蒂芬：好的。我期待见到样品菜单。谢谢！

Review

情景词汇

champagne香槟酒

extra额外费用

menu菜单

midnight午夜

常用搭配

annual staff Christmas party员工年度圣诞晚会

catering service餐饮服务

closer to the date临近日期时

confirm the number确定具体人数

light lunch简便的午饭

take place on.....在.....举行

参加会议 Attending Conferences

开场致辞 The Opening Remarks

开场白

Thank you all for coming this morning.谢谢大家今天上午能来。

I'm very pleased to welcome Mr A.我非常高兴，欢迎A先生。

介绍主讲人

I'd like to introduce you to Ms B.我想向大家介绍一下B女士。

In addition to being an author, he's also well-known in the education field as a prestigious teacher.他不仅是一位作家，还是一位德高望重的老师，在教育领域享有盛名。

She has won many awards for her charity work.她已经因为慈善

事业而荣获了许多褒奖。

As you already know, Mr D is famous around the world for his ability to.....正如大家所知，D先生以.....的能力而闻名世界。

I'm sure we all appreciate what Ms E has given to the business world.我敢说我们都很赞赏E女士为商界所做的一切。

请出主讲人

Please help me in giving a warm welcome to Ms Scardino.下面请大家和我一起热烈欢迎斯卡尔迪诺女士的到来。

So without further ado, I'll pass the microphone over to Mr Charmer.那么，无须多言，我这就将话筒交给查玛先生。

备用句

Our first speaker is Mr C.我们的第一位发言者是C先生。

I'm sure many of you have been waiting a long time for this.我敢肯定在座各位都对此刻期待已久了。

I'm very pleased to welcome Mr J, the chief designer of Imagination and a true master in the field of animation.让我们邀请想象公司创意总监、动画界真正的大师J先生。

I'd like to introduce Ms A, recently-appointed Vice President of ABC.我来为你们介绍A女士，ABC公司新任命的副总裁。

Let's put our hands together in welcoming none other than Mr Holmes himself to the stage.下面让我们以热烈的掌声欢迎福尔摩斯先生上台。

情景对话

对话场景：演讲开始前，主持人首先对来宾表示欢迎，然后介绍演讲者，最后请出演讲者。

句型重点：主持会议的开场白，介绍演讲者。

1

I'm very pleased to welcome Mr Jeremy Charmer, author of Making it Big in Educational Publishing. In addition to being an author, he's also well-known in the education field as a prestigious teacher, teacher trainer and publisher. I'm sure many of you have been waiting a long time for this, so without further ado, I'll pass the microphone over to Mr Charmer.

介绍一位作家，兼教师、教师培训师和出版人

2

Welcome to sunny California everyone. I'd like to introduce you to the newly appointed Chief Executive Officer of Scardino Services, Ms Margaret Scardino. Before becoming CEO of Scardino Services, Ms Scardino headed up the Financial Department of the Chicago Tribune, served on the board for Kraft Foods and was Vice President for Hobby Art, Incorporated. In addition, Ms Scardino has won many awards for her charity work. Please help me in giving a warm welcome to Ms Scardino.

介绍一位新上任的首席执行官，以及她的简历和成就

3

Thank you all for coming this morning, despite the train strikes and bad weather. Our first speaker, Mr Louis Holmes, as you already know, is famous around the world for his ability to adapt easily to the many different situations he finds himself in. You may know him from his book, Working in China, from his documentary,

I don't understand, or from his weekly business column in the Asian Times. As international businessmen and businesswomen ourselves, I'm sure we all appreciate what Mr Louis Holmes has given to the business world. Let's put our hands together in welcoming none other than Mr Louis Holmes himself to the stage.

介绍一位资深的经济专栏作家

译文

1

我非常高兴，欢迎杰里米·查玛先生的出席，他是《做大教育出版业》一书的作者。他不仅是一位作家，还是一位德高望重的、在教育领域享有盛名的老师、教师培训师和出版商。我敢肯定在座各位都对此刻期待已久了。那么，无须多言，我这就将话筒交给查玛先生。

2

欢迎大家来到阳光灿烂的加利福尼亚。我想向各位介绍一下斯卡尔迪诺服务公司的新任首席执行官，玛格丽特·斯卡尔迪诺女士。在担任斯卡尔迪诺服务公司的首席执行官之前，斯卡尔迪诺女士曾负责过《芝加哥论坛报》的财务部门，在卡夫特食品公司董事会任过职，并担任过兴趣艺术公司的副总裁。除此之外，斯卡尔迪诺女士还因为慈善事业而荣获过许多褒奖。下面请大家和我一起热烈欢迎斯卡尔迪诺女士的到来。

3

尽管有铁路罢工和恶劣天气的影响，大家依然能够出席今天上午的会议，

对此我深表感谢。我们第一位发言者是刘易斯·福尔摩斯先生。正如大家所知，福尔摩斯先生以能轻松适应他所处的多种不同境遇的能力而闻名世界。从他的著作《在中国工作》、纪录片《我不明白》，或《亚洲时代周刊》的每周专栏中，大家或许能了解福尔摩斯先生。作为国际商务人士，我敢说我们都很赞赏刘易斯·福尔摩斯先生为商界所做的一切。下面让我们以热烈的掌声欢迎刘易斯·福尔摩斯先生上台。

Review

情景词汇

adapt适应

documentary纪录片

prestigious享有盛名的

situation境遇

常用搭配

be well-known in the.....field在.....领域享有盛名

charity work慈善事业

give a warm welcome to sb热烈欢迎某人

head up负责

incorporated (有法人地位的) 公司

newly appointed新任命的

none other than sb himself某人本人

pass the microphone over to sb将话筒交给某人

teacher trainer教师培训师

weekly column每周专栏

welcoming sb to the stage欢迎某人上台

win many awards for sth因为某事而荣获许多褒奖

without further ado无须多言

介绍议程 An Introduction to an Agenda

开场白

Thank you very much for braving the frigid weather this morning in order to attend our conference.感谢大家不畏严寒，前来参加我们今天上午的大会。

Today we are excited to present you with a number of round table discussions.今天我们很高兴能为大家展示一系列的圆桌讨论会。

介绍会议主要内容

Not only will you learn about....., but you will also have a chance to.....从中你们不仅能了解到.....，而且还能有机会.....。

Our goal is to provide you with the tools and contacts you need.我们的目标是给大家提供所需工具及交流机会。

In a moment we will go through the agenda with you.稍后，我将向大家介绍一下日程。

I thought I would explain the important things to you.我有几件重要的事情要向大家说明一下。

If you look at your agenda, you will notice that we have.....如果大家看一下手中的日程，就会注意到我们有.....

From 10 : 00 to 1 : 00 , you will have a presentation and two round-table discussions.从10 : 00到1 : 00你们将有一场展示和两次圆桌讨论会。

备用句

We are happy you have all come out for our training workshop.

你们都能参加我们的培训研讨会，我们感到非常高兴。

First on our program is.....首先发言的是.....

Today we'll hear a short presentation from one of our members.
今天我们首先来听我们的一个成员做个简短的陈述。

Now, the first item on the agenda is the discussion on the.....
现在，议程第一项是关于.....的讨论。

情景对话

对话场景：大会开始前，主持人首先致欢迎词，然后介绍会议主要内容以及会场服务。

句型重点：主持会议的开场白和相关介绍。

Thank you very much for braving the frigid Canadian weather this morning in order to attend our Annual Internet World Conference.

欢迎词

Today we are excited to present you with a number of round table discussions and presentations by key Internet gurus. Not only will you learn about what is happening with the Internet in businesses today, but you will also have a chance to discuss what your own businesses are planning on doing with e-marketing in the future.

大会内容

Our goal is to provide you with the tools and contacts you need in order to maximize your business plans for the Internet. Whether you are new to the world of the web or an old hat, you will all have something to share.

会议目的

In a moment we will go through the agenda with you, but before that, I thought I would explain the important things to you. Firstly, if you all look behind you, you will notice that there are coffee and food stands behind you. Feel free to get up and help yourself whenever you need a bit of a top-up. Secondly, the bathrooms are located in front of the registration tables that you passed on the way in. If you need help with anything today, just ask anyone with a blue "Internet World" T-shirt. They will help you.

茶点、卫生间、服务生

Now, if you look at your agenda, you will notice that we have a keynote speaker up in fifteen minutes. From 10 : 00 to 1 : 00 , you will have a presentation and two round-table discussions. Lunch is at 1 : 00 in the ballroom. From 2 : 00 to 5 : 00 , you will have another presentation and two more round-table discussions. Before the keynote speaker starts at 9 : 30 , please help yourself to some coffee and some pastries in the back. Enjoy your day !

会议议程

译文

感谢大家不畏加拿大的寒冷天气，前来参加我们今天上午的年度互联网世界大会。

今天我们很高兴能邀请到互联网领域的关键人物，来给大家主持一系列的圆桌讨论会和演讲。从中你们不仅能了解到当今互联网在商业中已经发挥的作用，而且还能有机会对各自企业未来的电子营销规划进行探讨。

我们的目标是给大家提供所需工具及交流机会，以便大家能将有关因特网的商业计划最大化。不管你是刚进入互联网世界的新人，还是老手，肯定都会有些东西能够和大家共同分享。

稍后，我将向大家介绍一下会议的日程，但在这之前，我有几件

重要的事情要向大家说明。首先，如果大家转过身，可以看到你们身后有一些咖啡和食品摊。大家需要补充些食物、饮料时，可以随意站起来自行取用。其次，洗手间就在你们来时经过的登记处的前面。如果你今天需要什么帮助，只需询问身着印有蓝色“互联网世界”的T恤的人。他们会帮助你。

那么现在，如果大家看一下手中的日程，就会注意到我们有一位主要发言人会在15分钟后到场。从10：00到1：00有一场演讲和两次圆桌讨论会。1：00在宴会厅享用午餐。下午2：00到5：00还将有一场演讲和两次圆桌讨论。在9：30主要发言人开始之前，大家请随意到后面用些咖啡和茶点。祝您愉快！

Review

情景词汇

contact交流机会

goal目标

gurus大师，高手

registration登记

tool工具

常用搭配

attend conference参加大会

ballroom宴会厅

be new to the world of.....刚进入.....世界的新人

braving the frigid weather不畏严寒

have something to share有些东西能分享

help yourself随意自行取用

keynote speaker 主要发言人

learn about.....了解到.....

old hat 老手

pastry 点心

present sb with sth 向某人展示某物

provide sb with sth 向某人提供某物

registration table 登记处

round-table discussion 圆桌讨论

top-up (续杯的) 饮料

介绍报告主题 **An Introduction to a Presentation**

介绍主题

Today I'm going to give you an introduction to our new Swedish Kitchen series. 今天我要向大家介绍一下我们新推出的瑞典厨房系列。

Now today I'm going to talk to you about our company. 今天我要向大家介绍一下我们的公司。

介绍过程

First I'm going to give you an overview of our target audience. 首先，我将向大家概述一下我们的目标客户。

Then, I'll show you a short video showing you the new series. 然后，我将通过一个简短的视频向您展示一下我们的新产品系列。

Finally, I will talk to you about the production and costs of the series.最后，我会向大家介绍一下我们这个系列的生产工艺和成本费用。

After that, I will allow time for questions.在此之后，我会留出时间供大家提问。

Do feel free to ask questions as we go along.在我的介绍过程中，大家可以随意提问。

I'm going to start by giving you a brief overview of our history.首先我会简要概述一下我们公司的历史。

I will then go on to talk about our company's philosophy.然后我会继续谈谈我们公司的理念。

备用句

I've prepared a handout for everyone. Please take one and pass it along.我已经为每个人准备了一份材料。请拿一份，接着向后传。

The topic of my presentation today is a brief introduction to our company.我今天陈述的主题是简单介绍一下我们公司。

My talk will only take about ten minutes.我的讲话只需10分钟左右。

After my talk there'll be time for a discussion and any questions you may have.我讲完之后是大家的讨论和提问时间。

If you have questions while I am presenting, please feel free to interrupt.如果在我讲的过程中你们有什么问题，请随时打断来提问。

情景对话

对话场景：展示会开始前，主讲人介绍自己的演讲主题和内容。

句型重点：概述展示会的演讲主题，调动听众积极性。

1

My name is David and I'm the Marketing Manager for the Kitchen Department. Today I'm going to give you an introduction to our new Swedish Kitchen series. First I'm going to give you an overview of our target audience. Then, I'll show you a short video showing you the new series. Finally, I will talk to you about the production and costs of the series. After that, I will allow time for questions, but do feel free to ask questions as we go along. Before I begin, I'd like to see a show of hands for people who are familiar with our new Swedish Kitchen series.....not bad. Now how many of you think you would like to purchase the new Swedish Kitchen series?.....A few of you. OK, if you don't have any questions, I think I'll begin.

介绍新款瑞士厨房设备

2

My name is Bill Thompson and I'm the Vice President of Toys for Boys, Incorporated. Now today I'm going to talk to you about our company. I'm going to start by giving you a brief overview of our history, which goes back fifty years. I will then go on to talk about our company's philosophy. After that, I will show you how the brand has changed in the last fifty years. You'll have to pay attention there, as I will then give you a quick quiz about that ! When we're finished with the quiz, I'm going to show you a fantastic video that was produced last year so you can listen to people who work at Toys for Boys, including factory workers, marketing assistants, creative design managers, advertising executives and our very own Chief Executive Officer and President (my father) of Toys for Boys. We'll end with a quick tour of the creative design department

where you can vote on for your favorite design for one of our new toys, to be launched just in time for Christmas this year. Now, if you don't have any questions, feel free to help yourself to some beverages and I'll get started.

介绍公司及品牌

译文

1

我叫戴维，是厨房部门的营销经理。今天我要向大家介绍一下我们新推出的瑞典厨房系列。首先，我将向大家概述一下我们的目标客户。然后，我将通过一个简短的视频向您展示一下我们的新产品系列。最后，我会向大家介绍一下我们这个系列的生产工艺和成本费用。在此之后，我会留出时间供大家提问，但在我的介绍过程中，大家可以随意提问。那么在开始之前，我想看看有多少人了解我们的新瑞典厨房系列……哦，还可以。现在你们中有多少人愿意购买新的瑞典厨房系列呢？……哦，有一些人。好吧，如果你们没有任何问题的话，我想我可以开始了。

2

我是比尔·汤普森，男孩玩具公司的副总裁。今天我要向大家介绍一下我们的公司。首先我会简要概述一下我们公司的历史，它可以追溯到50年前。然后我会继续谈谈我们公司的理念。之后，我将向大家展示在过去的50年中我们的品牌经历的变化。这部分你们得注意了，因为之后我会让大家做一个快速小测验！测验完后，我将向大家展示我们去年制作的一个精彩的视频，其间你们会听到在男孩玩具公司的工作人员是如何看待“男孩玩具公司”的，从工厂工人、营销助理、创意设计经理、广告经理到男孩玩具公司的首席执行官兼主席（我的父亲）。最后，我们将快速参观一下创意设计部门，您可以为您最喜欢的新玩具的设计投票，这批新玩具将在今年圣诞节推出。现在，如果你们没有其他问题，请随意取些饮料，我就开始我的演讲了。

Review

情景词汇

favorite最喜欢的

philosophy理念

purchase购买

quiz测验

常用搭配

a quick quiz快速小测验

a quick tour of.....快速参观.....

a show of hands举手表态

allow time for questions留出时间供提问

brief overview简要概述

creative design创意设计

end with.....以.....结束

favorite design最喜欢的设计

give you an introduction to向你介绍.....

go back fifty years追溯到50年前

launch just in time for.....正当.....时推出

vote on.....为.....投票

give you an overview of.....向你概述.....

kitchen series厨房系列

talk to you about.....向你介绍.....

求职和面试 Job Interview

招聘 Recruitment

询问招聘事宜、表达求职意向

I sent in an application last week for a job as a secretary. 上周我寄过一份申请，想申请秘书的职位。

I'd like to know if you've had time to look at my application. 我想知道你们是否看过我的申请。

I heard that you might have a Marketing Executive position available. 我听说贵公司的营销经理职位或许有空缺。

I'm really keen to get into the marketing department. 我非常希望能够进入营销部。

Thank you so much for your time. 非常感谢您。

职位说明

Unfortunately, we've already filled that position. 非常遗憾，那个职位我们已经有人了。

We do have a few other positions available. 我们还有一些其他空缺职位。

We are looking for a secretary in the Marketing Department. 现在我们需要一名市场部的秘书。

We've got a one-year contract for the position as a..... 我们在招一名只有一年合约的.....职位。

I can send you the job profiles and application forms. 我会给你寄去几份职务说明书和申请表。

If you have any questions, feel free to contact me and I can help you out.如果你有任何问题，可以随时联系我，我会帮助你的。

备用句

I saw in the paper that you've got an opening for an assistant in your Administration Department.我从报纸上获悉，您的行政部门空缺一个助理职位。

I would consider all the positions.所有的职位我都会考虑的。

Actually the position's filled now.事实上这个职位已经有人了。

We have had a lot of applications, but we are interested in yours.我们收到了很多申请，不过我们对你的申请比较感兴趣。

We've got a temporary marketing assistant job.我们在招一名临时的营销助理。

Can you come in for an interview next week?下周你能来面试吗？

情景对话

对话场景：埃里克打电话到一家公司询问招聘事宜。接待人告诉他有3个职位空缺，埃里克表示都想试试。

句型重点：打电话询问招聘事宜。

Holly : ABC Publishing House, this is Holly speaking. How can I help you?

Eric : I heard that you might have a Marketing Executive position available.

有空缺职位吗？

Holly : Unfortunately, we've already filled that position. We do

have a few other positions available in the Marketing Department if you are interested.

已经有人了

Eric : Which positions are available?

Holly : We've got a temporary marketing assistant job, a full-time marketing assistant job, and a one-year contract for the position as a Personal Assistant for the E-Marketing Director.

还有其他3个空缺

Eric : Well, I'm keen to get a full-time position, but I would consider all the positions as I'm really keen to get into the marketing department.

都可以考虑

Holly : OK, I can send you the job profiles and application forms. Could I have your address?

先填表登记

Eric : Could you send it by e-mail?

Holly : Sure, if you prefer.

Eric : My e-mail address is ericinchina@bmail. com.

发e-mail

Holly : OK, the application forms are fairly straightforward, but if you have any questions, feel free to contact me and I can help you out.

Eric : That's great. Thank you so much for your time.

译文

霍利：这里是ABC出版社，我是霍利。有什么我能为您效劳的？

埃里克：我听说贵公司的营销经理职位或许有空缺。

霍利：非常遗憾，那个职位我们已经有人了。但如果你感兴趣的话，营销部其他职位还有空缺。

埃里克：有哪些职位呢？

霍利：我们在招一名临时的营销助理、一名全职的营销助理，以及一名只有一年合约的电子营销总监的私人助理。

埃里克：嗯，虽然我非常想得到一份全职的工作，但我很希望能够进入营销部，所以所有的职位我都会考虑的。

霍利：好的，我会给你寄去这几份工作的职务说明书和申请表。你的地址是？

埃里克：能通过电邮发给我吗？

霍利：当然，如果你愿意的话。

埃里克：我的邮箱地址是ericinchina@bmail.com。

霍利：好的。申请表很简单明了，但是如果你有任何问题，可以随时联系我，我会帮助你的。

埃里克：太好了。非常感谢。

Review

情景词汇

application 申请表

consider 考虑

profile 简介

temporary 临时的

常用搭配

a full-time job (position) 全职工作

one-year contract 一年合约

a temporary job 临时工作

application form 申请表

be keen to.....对.....有兴趣

fill that position 职位已满

have a position available in the.....

if you prefer 如果你愿意的话

department in.....部门还有空缺职位

job profile 职务说明书

marketing assistant 营销助理

straightforward 简单明了

面试现场 **The Interview**

介绍面试程序

First we'll go over the details of the job. 首先我们会谈一谈工作的具体细节。

Then we'll give you a short test. 然后我们会让你做个简短的测试。

职位说明

Did you have any questions about the job profile? 关于职务说明，你有疑问吗？

I was just wondering who I would report to and where this position sits in the company.我只是想知道我的顶头上司是谁，以及这一职位在公司处于什么位置。

The Marketing Manager would supervise you.营销部经理会直接领导你。

The position of Marketing Assistant would report to the Marketing Manager.营销助理职位由营销经理负责。

It just means that the Director and VP may ask you to assist them if they need.这就意味着，当总监和副总裁需要的时候，他们可以要求你来协助他们的工作。

备用句

We'll discuss the test and any other outstanding questions.我们会就这个测试和其他突出的问题进行讨论。

What does that mean exactly?您能说具体点儿吗？

I see.明白了。

I think I'm ready for the test.我想我准备好测验了。

情景对话

对话场景：梅利莎参加面试。在进入正式提问前，她请面试官讲解她要应聘的职位。

句型重点：关于职位描述的说法。

Ian : Thanks for coming in today. Was it difficult to find?

寒暄

Melissa : No, it was pretty straight-forward.

Ian : There are three parts to the interview today. First we'll go over the details of the job, then we'll give you a short test and then we'll discuss the test and any other outstanding questions. So, have you seen the job profile?

开始。面试官介绍面试的3个步骤

Melissa : Yes, the agency sent me a copy.

Ian : Great. Did you have any questions about the job profile?

Melissa : Yes, I did actually. I was just wondering who I would report to and where this position sits in the company.

关于职位还有疑问

Ian : Well, the position of Marketing Assistant would report to the Marketing Manager, but would have a dotted line to the Director and Vice President of the Marketing Department.

面试官进一步解释职位

Melissa : What does that mean exactly?

Ian : It just means that the Director and VP may ask you to assist them if they need, but that the Marketing Manager would supervise you.

上下级关系

Melissa : I see.

Ian : If you don't have any further questions, then I think we'll have you start the test. Do you have any questions?

下面开始提问

Melissa : No, I think I'm ready for the test.

译文

伊恩：谢谢你今天能够来面试。这个地方难找吗？

梅利莎：不，很容易就找到了。

伊恩：今天的面试有3部分。首先我们会谈一谈工作的具体细节，然后我们会让你做个简短的测试，之后我们会就这个测试和其他突出的问题进行讨论。你看过工作简介了吗？

梅利莎：是的，看过了，职业介绍所给了我一份复印件。

伊恩：好的。关于职务说明，你还有什么疑问吗？

梅利莎：是的，我确实有疑问。我只是想知道我的顶头上司是谁，以及这一职位在公司中处于什么位置。

伊恩：嗯，营销助理职位由营销经理负责，但有时也会与营销总监和副总裁有工作往来。

梅利莎：您能说具体点儿吗？

伊恩：具体说就是，当营销总监和副总裁需要的时候，他们可以要求你来协助他们的工作，但营销经理会直接领导你。

梅利莎：明白了。

伊恩：如果你没有其他问题的话，我们就开始测验了。你还有问题吗？

梅利莎：没有了，我想我准备好测验了。

Review

情景词汇

agency职业介绍所，中介公司

supervise领导

常用搭配

a short test简短的测试

have a dotted line to sb与某人有工作往来

go over the details of the job谈一谈工作的具体细节

outstanding question突出的问题

report to sb向某人汇报，接受某人领导

自我介绍 **Introducing Yourself**

表示感谢

Thank you for giving me this opportunity. I appreciate it very much.谢谢您给我这个机会。我非常珍惜它。

介绍学历

My undergraduate degree was in linguistics.我的本科学位是语言学。

I am a graduate of....., with an MBA Degree in.....我毕业于.....大学，拥有工商管理学硕士学位，主修.....

介绍从业经历和能力

Let me quickly highlight some of my relevant experiences.请让我简要叙述一下我的相关工作经历。

After university, I went on to.....大学毕业后，我继续.....。

I have experience in the field.....of over.....years, which includes experience with both domestic and international companies.我在.....领域有.....年的工作经验，曾就职于国内和国际公司。

I have eight years experience with ABC.我曾在ABC公司工作了8年。

I learn quickly.我善于学习。

I understand how a designer works.我理解设计师的工作方式。

I am comfortable working under deadlines.我能胜任有时间限定的工作。

表达理念和意愿

I would like to apply for the position of.....我有意申请.....职位。

I believe in the same things that your company believes in.我和贵公司有着相同的理念。

备用句

Why are you interested in our company and this particular position?你为什么对我们公司和这个职位感兴趣呢？

Have you had any experience working under pressure and within tight schedules?你有没有在压力大、进度紧张的情况下工作的经历？

What about experience working with others?你在和其他人合作方面的经验怎么样？

It was then that I knew that I wanted to work in.....就在那时候，我知道了我想在.....工作。

We did a lot of group work both in university and at my previous company.

我在大学和我以前的公司都有过许多团队合作的经验。

In addition, as a....., I'm familiar with.....此外，作为一个.....，我还相当熟悉.....。

I have always had a keen interest in design work.我对设计工作一直都很感兴趣。

情景对话

对话场景：马歇尔在面试现场做自我介绍。他分别从几个方面向面试官证明：我就是你们要找的人。

句型重点：面试中自我介绍的说法。

My name is Marshall Manson and I have over ten years experience in the marketing field, which includes experience with both domestic and international companies. Not only have I worked in marketing for years, but for nine years, I worked for educational publishing houses like yours. In addition, as a native French speaker who has studied a number of languages, I'm familiar with the language books that your company and your competitors produce.

工作经验：能力全面，具备职位要求

I'm interested in working for your company because I believe in the same things that your company believes in. Education is something everyone should invest in. In this day and age, it is especially important for everyone to learn English or another foreign language. Without my education or foreign language skills, I don't know where I would be.

希望来此工作的原因：和公司有共同的理念

But it's more than just my interest in learning that makes me a suitable candidate for this job. My undergraduate degree was in linguistics, where I learned first-hand the struggles that all language students go through. After university, I went on to teach English to students in Beijing. It was then that I knew that I wanted to work in education. But after a few years as a teacher, I found that I was quite interested in ethical marketing and went back to school to do a

further degree in marketing.I eventually worked my way into a job as a marketer for a major educational publishing house.

学习和奋斗经历：事业目标明确

I'm a hardworker. I'm competent.I'm experienced.And if you give me the opportunity to join your team, I think I would be a key employee in your department.Thank you very much for giving me the opportunity to come in and talk to you today.

工作态度：积极肯干

译文

我叫马歇尔·曼森，在营销领域有10多年的工作经验，曾就职于国内、国际公司。除了在营销领域有多年的经验外，我也曾在像贵公司这样的教育出版社工作过9年。此外，作为一个以法语为母语且学习了其他若干种语言的人，我还相当熟悉贵公司和你们的竞争对手出版的语言类书籍。

我对为贵公司工作很感兴趣，因为我们有着相同的理念。教育是每个人都应该投资的事业。在当今时代，学会英语或其他一门外语对每个人都尤为重要。如果不是接受了教育和懂得外语，我就不知道我能在哪里立足。

对学习的兴趣并不是我能成为这份职位的合适人选的唯一理由。我的本科学位是语言学，我亲身体会了学语言的学生们所要经历的一切困难。大学毕业后，我在北京教英语。就在那时候，我知道了我想在教育领域工作。但是当了几年老师后，我发现自己对伦理营销很感兴趣，因此我又回到学校进修营销方面的学位。最终，我进入了一家大型教育出版社工作，开始了我在营销领域的职业生涯。

我勤奋能干，也有着丰富的经验。如果有机会加入你们的团队，我想我会成为部门中重要的一员。非常感谢今天您给我这次机会来面试并与您交谈。

Review

情景词汇

competent能干的

experienced经验丰富的

opportunity机会

常用搭配

domestic company国内公司

international company国际公司

believe in信仰

foreign language skills外语技能

suitable candidate合适人选

undergraduate degree本科学位

learn first-hand亲身体验

do a further degree in marketing进修营销方面的学位

hard-worker勤奋的工作者

join your team加入你们的团队

key employee重要的一员

工资谈判 **Salary Negotiation**

说明工资及福利

Could you give me some information about the salary and benefits package?你能给我透露一些关于工资和福利待遇的信息吗?

We'd like to offer you the job.我们想把这个职位给你。

The salary is set at 30 , 000 pounds.工资定为30 , 000英镑。

The benefits package includes health insurance, dental insurance, a pension plan, a yearly 20% bonus, and a company car.福利待遇包括医疗保险、牙科保险、退休金计划、每年20%的奖金以及公司配备的一辆汽车。

谈判

Are you willing to negotiate on the salary?你愿意再协商一下工资吗？

To be honest, it isn't quite what I was expecting.说实话，这并不是我所期待的。

How about 34 , 000 pounds to start?起薪定为34 , 000英镑怎么样？

It is in line with what our general managers earn.这是根据我们一般管理人员的工资水平而定的。

I think we can manage 33 , 000 pounds for a starting salary.我想起薪我们只能定到33 , 000英镑。

There is some room for negotiation.还有商讨的余地。

备用句

Have you had a chance to go through the contract yet?你看过我们的合同了吗？

I did have a few questions about the compensation and benefits package.我确实有几个关于薪酬和福利的问题。

Is the salary negotiable at all?薪资有没有商量的余地？

When would it be possible to review the salary?什么时候可能会对薪资进行评估?

情景对话

对话场景：埃里克被一家公司录取。他和公司的人力资源负责人谈工资和福利。

句型重点：关于工资和福利的说法。

Stephanie : Hi, Eric. It's Stephanie calling from EZ Management Corporation.

Eric : Hi, Stephanie. It's great to hear from you.How are you?

Stephanie : Fine, thank you. The reason I'm calling is because we've got good news for you.We'd like to offer you the job.

你被录用了

Eric : That's great news ! Now, we haven't discussed the salary yet. Could you give me some information about the salary and benefits package?

工资福利还没谈

Stephanie : The salary is set at 30 , 000 pounds and the benefits package includes health insurance, dental insurance, a pension plan, a yearly 20%bonus, and a company car.

工资是..... , 福利有.....

Eric : I see. Are you willing to negotiate on the salary?To be honest, it isn't quite what I was expecting.

还能谈吗?

Stephanie : It is in line with what our general managers earn,

but there is some room for negotiation.

有一点点空间

Eric : How about 34 , 000 to start, with a review of my salary after my probation period?

我希望能是.....

Stephanie : I think we can manage 33 , 000 for a starting salary and we can definitely review your salary after your probation period. Of course, you will have to be prepared to work some overtime.

可以给你....., 不过就得多加班

Eric : That goes without saying. When shall I start?

没问题

译文

斯蒂芬妮：你好，埃里克。我是斯蒂芬妮，EZ管理公司。

埃里克：你好，斯蒂芬妮。接到你的电话我很高兴。你好吗？

斯蒂芬妮：我很好，谢谢你。我打电话是因为要告诉你一个好消息。我们想把这个职位给你。

埃里克：这真是个好消息！但我们现在还未协商工资。你能给我透露一些关于工资和福利待遇的信息吗？

斯蒂芬妮：工资定为30,000英镑，福利待遇包括医疗保险、牙科保险、退休金计划、每年20%的奖金以及公司配车。

埃里克：我明白了。你愿意再协商一下工资吗？说实话，这并不是我所期待的。

斯蒂芬妮：这是根据我们一般管理人员的工资水平而定的，但还是有商量的余地。

埃里克：起薪定为34,000英镑怎么样？在我的试用期结束后，我们再来评审一下我的薪水。

斯蒂芬妮：我想起薪我们只能定到33,000英镑，你的试用期结束后我们肯定会对薪水进行审核的。当然，你也得做好加班的准备。

埃里克：这还用说。我什么时候到岗？

Review

情景词汇

benefit福利

dental牙科

earn挣得

pension养老金

room空间，余地

probation试用期

manage设法做到

常用搭配

offer you the job把这个职位给你

discuss the salary协商工资

health insurance医疗保险

dental insurance牙科保险

pension plan养老金计划

yearly 20%bonus每年20%的奖金

company car公司配车

be willing to do.....愿意.....

negotiate on the salary协商工资

be in line with.....根据.....而定

34,000 to start起薪34,000

probation period试用期

starting salary起薪

be set at 33,000 pounds定到33,000英镑

That goes without saying.这还用说。

薪酬和福利 **Compensation and Benefits**

讨论薪资

It's quite a competitive salary for a starting position in this field.对于这个领域的初始职位，这个薪资相当有竞争力。

We have reviews every six months which is always a good chance to discuss your salary with your boss.我们每6个月会进行一次考核，这是与你的老板讨论薪水的一个大好时机。

At least once a year, your pay will increase in line with inflation.每年至少一次，你的工资会随着通胀上调。

讨论福利

How about the dental care? Is it free? 那牙齿护理呢？是免费的吗？

It only costs \$5 a month for the basic package. 每月花5美元就能获得基本护理。

It does cost a bit extra for that.你需要额外支付一点儿钱。

Does the private health insurance cover dependents and spouses?个人医疗保险包括家属及配偶的吗？

I'd like to know if you offer employees sick leave.我想知道你们这里的员工是否可以休病假。

Employees can take up to ten days of sick leave per year.员工每年有10天病假。

There's nothing in the contract about housing allowance.合同里没有提到住房津贴。

We've had to add that to the contract.我们必须要把这一条写进合同。

情景对话

对话场景：阿梅莉亚找到人力资源部的保罗，询问薪金和医疗福利。

句型重点：关于加工资和医疗福利的说法。

Paul : Have you had a chance to go through the contract yet?

Amelia : Yes, but I did have a few questions about the compensation and benefits package.

Paul : OK, ask away.

Amelia : First of all, is the salary negotiable at all?

工资还可以谈吗？

Paul : Not really. It's quite a competitive salary for a starting position in this field.

Amelia : OK, well, when would it be possible to review the salary?

什么时候涨工资？

Paul : We have reviews every six months which is always a good chance to discuss your salary with your boss. In addition, at least once a year, your pay will increase in line with inflation.

Amelia : That sounds promising. How about the dental care? Is it free?

牙医费用？

Paul : It's not free, but it only costs \$5 a month for the basic package.

Amelia : That's very reasonable. Does the private health insurance cover dependents and spouses?

医疗费？

Paul : Yes, but it does cost a bit extra for that. Again, it's not much. Maybe \$20 per person per month? I can get the details out for you if you are interested.

Amelia : Yes, that would be great. Thank you.

译文

保罗：你看过我们的合同了吗？

阿梅莉亚：看过了，但是关于薪酬和福利我有几个问题。

保罗：好的，你问吧。

阿梅莉亚：首先，工资有没有商量的余地？

保罗：不太可能。对于这个领域的初始职位，这个薪资相当有竞争力。

阿梅莉亚：好吧，那么，什么时候可能会对薪资进行评估？

保罗：我们每6个月会进行一次考核，这是与你的老板讨论薪水的一个大好时机。此外，每年至少一次，你的工资会随着通胀上调。

阿梅莉亚：听起来不错。那牙科护理呢？是免费的吗？

保罗：不是免费的，但你每月只要花5美元就能获得基本的护理。

阿梅莉亚：这还挺合理。那么个人医疗保险包括家属及配偶的吗？

保罗：包括，但是你需要额外支付一点儿钱。当然，也不会太多。每人每月大概20美元吧。如果你感兴趣的话，稍后我会给你一些详细资料。

阿梅莉亚：那太好了，谢谢您。

Review

情景词汇

salary工资

negotiable可商量的

competitive有竞争力的

appraisal评价，估价

promising有希望的

常用搭配

have a few questions about.....关于.....有几个问题

compensation and benefits package薪酬和福利包

ask away你问吧

Not really.不太可能。

starting position初始职位

every six months每6个月

be a good chance to do.....做.....的大好时机

increase in line with inflation随着通胀上调

dental care牙科护理

dependents and spouses家属及配偶

health insurance医疗保险

cost a bit extra额外支付一点儿钱

新工作 **New Job**

工作状况

How's your new job going?你的新工作怎么样？

What company are you working for?你在哪家公司工作？

How are the people you work with?你的同事都怎么样？

Do you work regular hours?工作时间固定吗？

I work forty hours a week over four days.我一周工作40个小时，4天以上。

I've just started my own company.我刚刚创办了自己的公司。

That's the only downside really.这就是唯一的缺点了。

It can't all be perfect.事情不可能十全十美。

If anyone deserves a good job, it's you.如果有谁配得上一份好工

作，那就是你。

That's half the battle.这才是成功的关键。

It's the same old, same old.还是老样子。

人际关系

It's going well. I really enjoy it.进展不错。我真喜欢这份工作。

My coworkers are all really nice.我的同事都很好。

Everyone is pretty laid-back.每个人都很随和。

You probably won't believe me, but I even get on well with my boss.你可能不会相信，我甚至和老板也相处得不错。

They work hard and play hard afterwards.大家努力工作、拼命玩。

There's nothing worse than working with people you don't like.和一群你不喜欢的人共事是最糟糕的了。

情景对话

对话场景：理查德和卡罗尔谈论他的新工作。他的工作时间不稳定，但人际关系相当好。

句型重点：谈论工作中的人际关系。

Carol : So, Richard, how's your new job going?

谈谈你的新工作

Richard : Oh, it's going well. I really enjoy it.

挺好的

Carol : What company are you working for again?

Richard : It's for New Music Radio. I'm the Studio Manager there.

Carol : How are the people you work with?

Richard : My coworkers are all really nice. Everyone is pretty laid-back. They work hard and play hard afterwards.

同事相处融洽

Carol : That's half the battle. There's nothing worse than working with people you don't like.

Richard : That's so true. You probably won't believe me, but I even get on well with my boss.

老板难得地好

Carol : Do you work regular hours?

Richard : No, that's the only downside really. I work forty hours a week over four days. Usually it's Tuesday to Friday, but sometimes it's Wednesday to Saturday or Sunday to Wednesday.

就是太忙

Carol : Well, it can't all be perfect. There's always a compromise somewhere, isn't there?

哪儿有百分百的好事？

Richard : So true. How's your job going?

Carol : It's the same old, same old, but honestly, mate, I'm really pleased for you. If anyone deserves a good job, it's you. Congratulations !

译文

卡罗尔：那么，理查德，你的新工作怎么样？

理查德：进展不错，我真喜欢这份工作。

卡罗尔：再说说你现在在什么公司工作？

理查德：在新音乐电台，我是那儿的播音室主管。

卡罗尔：你的同事都怎么样？

理查德：我的同事都很好，也很随和。大家努力工作、拼命玩。

卡罗尔：这才是成功的关键。和一群你不喜欢的人工作是最糟糕的了。

理查德：确实如此。你可能不会相信，我甚至和老板也相处得不错。

卡罗尔：那你工作时间固定吗？

理查德：不固定，这就是唯一的缺点了。我一周需要工作40个小时，4天以上。

一般是从周二到周五，但有时候会从周三到周六，或从周日到周三。

卡罗尔：嗯，事情不可能十全十美的。总有些需要妥协的地方，不是吗？

理查德：太对了。你的工作怎么样啊？

卡罗尔：还是老样子，老样子啦。不过说实话，兄弟，我真的为你高兴。如果有谁配得上一份好工作的话，那就是你。祝贺你！

Review

情景词汇

compromise妥协

coworker同事

deserve值得，配得上

downside缺点

常用搭配

be pretty laid-back很随和

deserve a good job配得上一份好工作

get on well with sb和某人相处得不错

It's the same old.还是老样子。

play hard拼命玩

That's so true.确实如此。

work forty hours a week一周工作40个小时

work regular hours工作时间固定

商务英语 职场王

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(Amanda Crandell Ju)

巨小卫 译

| 商务英语白骨精 |
| 商海博弈·知性表达 |

一句顶一万句的经典商务英语职场表达

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商务英语职场王

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目录

版权信息

前言

十项全能之一 商务词汇 Business Vocabulary

公司部门名称 Company Department Designations

职位名称 Addressing a Supervisor

财务类词汇 Financial Terms

办公用品名称 Office Equipment

计算机常用词汇 Common Computer Terms

网络常用词汇 Common Internet Terms

行业名称 Industries and Career Fields

政治词汇 Political Terms

餐饮词汇 Food and Beverages

旅行词汇 Travel

十项全能之二 商务礼仪十大要诀 Ten Keys to Good Business Etiquette

会议 Meetings

电话 Phone

电子邮件 E-mail

打断 Interruptions

客户、顾问和新雇员 Guests, Consultants and New Employees

赞赏和认可 Appreciation & Credit

着装和形象 Dress & Appearance

社交 Social Settings

引荐介绍 Introductions

西餐就餐礼仪 Western Table Manners

总结 Conclusion

十项全能之三 商务口语300句 Business Spoken English-300 Sentences

好消息与坏消息 Sharing Good News and Bad News

表达需求与应答 Expressing and Responding to Demands

发表意见与应答 Expressing and Responding to Opinions

赞成与反对 Agreeing and Disagreeing

满意与不满 Expressing Satisfaction and Dissatisfaction

邀请与接受、拒绝 Making, Accepting and Declining Invitations

推荐与建议 Giving Suggestions and Recommendations

埋怨与指责 Complaining and Criticizing

道歉与应答 Making and Accepting Apologies

感谢与应答 Giving and Receiving Thanks

赞誉与祝福 Giving Praise and Blessings

误会与解释 Dealing with Miscommunications

不同程度的肯定 Expressing Varying Degrees of Certainty

表达可能性 Expressing Possibility

十项全能之四 掌握电话技巧 Telephone Skills

接听电话 Answering the Phone

让对方等候 Placing the Caller on Hold

筛选来电 Screening Calls

留言 Taking Messages

打电话 Placing a Call

转接电话 Transferring Calls

十项全能之五 熟悉办公事务 In the Office

通知 Making Announcements

转达信息 Conveying Information

确认 Making Confirmations

汇报工作 Reporting on Work

安排约见 Booking Appointments

安排上司行程 Creating an Itinerary for the Boss

订购办公用品 Ordering Office Supplies

讨论办公设备 Discussing Office Equipment

填写表格 Filling out Forms

正式会议的程序 Formal Meeting Procedure

和同事建立良好关系 Building Relationships with Coworkers

和领导讨论问题 Discussing Concerns with Superiors

十项全能之六 高效组织会议 Meetings

设计议程表 Designing an Agenda

有效地开场 Starting a Meeting Effectively

集思广益 Team Brainstorming

提出一个论点 Presenting an Argument

让你的建议被采纳 Making Your Suggestion Heard

表达观点 Giving Opinions

赞同、反对和妥协 Agreeing, Disagreeing, and Compromising

有效地结束会议 Ending a Meeting Effectively

十项全能之七 拉近客户关系 Client Reception

首次和客户会晤 Meeting a Client for the First Time

交换名片 Exchanging Business Cards

交换礼物 Exchanging Gifts

寒暄 Making Small Talk

工作午餐 The Working Lunch

观光 Sightseeing

考察工厂 Factory Tours

告别和致谢 Farewells and Thanks

十项全能之八 介绍自己和公司 You and Your Company

自我介绍 Introducing Yourself

介绍上司、同事和访客 Introducing Your Boss, Coworkers, and Visitors

介绍公司各部门 Introducing Company Departments

介绍你的公司 Describing Your Company

介绍一种新产品 Introducing a New Product

介绍你的服务 Describing Your Service

十项全能之九 成为谈判高手 Negotiation

区别对待人和事 Separating the People from the Problem

关注立场背后的利益 Focusing on the Interests Behind the Positions

创造双赢的选择 Inventing Options for Mutual Gain

使用独立的标准 Using Independent Standards

考虑最佳备选方案 Considering the Best Alternative

十项全能之十 潇洒做演讲 Presentations

演讲当天 On the Day of Presentation

满怀信心的开端 Beginning with Confidence

组织论点 Organizing Your Points

用心回答问题 Handling Questions with Care

收尾有力 Concluding with Power

前言

您手上拿的这本书有别于以往任何一本商务英语书。之所以说它独一无二，是因为这里面全都是真实商务世界的英语口语。书中列举的表达技巧，能够帮助时下中国的职场人和西方世界的同行们自如地交流。这本书着眼于实用技能，在学习中您会发现，您所提高的不仅是英语表达能力，还有商务技巧，从而让您的生意做得更好。

50个商务主题中每个都包括常用短语、文化、商业理念以及主题词汇，最后以实景对话的形式将您所学到的都应用于实践。最重要的是，所有内容都能现学现用，兼具实用性和简明性。商务技巧和英语能力齐头并进就这么简单！

此外，“商务词汇”部分囊括了商务场合最基础、最常用的词汇。您也可以通过“商务礼仪十大要诀”来了解一些和西方人做生意的学问。此外，对于初学者来说，最有价值的要数“商务口语300句”了，这部分是不同商务场合英语短语的全面集合。您再也没必要因无法用英语自如表达而感到郁闷了。

您既可以提高口语，又能在生意上取得成功，一举两得，何乐而不为呢？如果您恰好在寻找一本能够赋予您这种力量并使您取得进步的书，那您就太幸运了……因为您手上的这本就是。

祝您好运！

Amanda Crandell Ju

巨小卫

感谢为本书提供特别帮助的人：琳达·克兰德尔·曼斯菲尔德、巨小兵、阿尔文·克兰德尔、多丽娜·坦布林和夏丽蒂·玉兰·鞠。

十项全能之一 商务词汇

Business Vocabulary

公司部门名称 Company Department Designations

Accounting Department 财务部

Administration Department 行政部

Budget Department 预算部

Logistics and Supply Chain Department 物流和供应链部

Communications Department 通讯部

Management Department 经理部

Consumer Affairs Department 顾客服务部

Marketing Department 营销部

Operations Department 运营部

Contract Department 合同部

Packaging Engineering Department 包装工程部

Distribution Department 经销部/物流部

Procurement Department 采购部

Engineering Department 工程部

Public Relations Department 公共关系部

Environmental Department 环境部
Finance Department 财务部

Purchasing Department 采购部

Franchise Services Department 特许经营服务部

Quality Department 品质部/质量部

Research and Development Department 研发部

Government Relations Department 政府关系部

Retail Department 零售部

Human Resources Department 人力资源部

Sales Department 销售部

Transportation Department 交通/运输部

Information Technology (IT) Department 信息技术部

Wholesale Department 批发部

Legal and Compliance Department 法律及合规部

职位名称 Addressing a Supervisor

CEO (Chief Executive Officer) 首席执行官/行政总裁

COO (Chief Operation Officer) 首席运营官

CAO (Chief Administrative Officer) 首席行政官

CTO (Chief Technology Officer) 首席技术官

CFO (Chief Financial Officer) 首席财务官/财务总监

president 董事长

vice-president 副董事长

director 主任/主管

assistant director 助理导演/局长

co-director 助理主任/联合主任

财务类词汇 Financial Terms

A. T.M.自动提款机/自动柜员机

currency 流通, 货币

banknote 钞票, 纸币

debt 债务

borrow 借贷

deposit 存款

budget 预算

donate 捐赠

cash dispenser 自动取款机

exchange rate 汇率

cashier 出纳

fee 费用；酬金

cash 现金

interest 利息

check 支票

invest 投资

coin 硬币

办公用品名称 Office Equipment

armchair 手扶椅

laser printer 激光打印机

cabinet 柜子

monitor 显示器

computer screen 电脑屏幕

office equipment 办公设备

computer 电脑

office furniture 办公家具

copy 复印

operating system 操作系统

correctional tape 修正胶带

cubical 办公隔间

overhead projector 投影仪；高架投影仪

desk 桌子

paper cutter 切纸机

desktop 桌面；台式电脑

paper shredder 碎纸机

drawer 抽屉

paperclip 回形针

fax 传真

printer 打印机

highlighter 荧光笔

scanner 扫描仪

ink jet printer 喷墨打印机

staple remover 起钉器

laptop 手提电脑

stapler 订书机

swivel chair 转椅

whiteout 修正液

telephone 电话

windows 视窗

typewriter 打字机

word processor 文字处理器

计算机常用词汇 **Common Computer Terms**

boot up 开机

jack 插座

browse 浏览

headphones 耳机

cable modem 电缆调制解调器；缆线数据机

volume 音量

keyboard 键盘

cable 电缆

memory reader 内存读卡器

CD (compact disc) 光盘

monitor 显示器

connect 链接

mouse 鼠标

copy 复制

paste 粘贴

cut 切断；剪切

pixel 像素

disconnect 断开

plug in 插件；插入

DVD player DVD播放器

SD card 安全数码卡

Ethernet 以太网

speaker 音箱，扬声器

hard drive 硬盘驱动器

MP3 player MP3播放器

HD DVD (high definition DVD) 高清晰度DVD

surf 上网（冲浪）

switch off/on 关闭/打开

home theater system 家庭影院

turn off/on 关掉/打开

hook up 链接

unplug 拔去

install 安装

update 更新

网络常用词汇 Common Internet Terms

blog 博客

网页/网站

browser 浏览器

chat with clients 和客户聊天

chat rooms 聊天室

check e-mail 查看邮件

build a webpage/website 建立一个

cookie 窗体

dot com 网络公司

modem 调制解调器

download files 下载文件

MSN 微软即时聊天工具

e-mail 电子邮件

post a comment 张贴评论

follow a link 用户点击链接

post a video 发布视频

go on the Internet 上网；进入互联网

scan for viruses 病毒扫描

go online 上网；转到在线

search engine 搜索引擎

hyperlink 超链接

send e-mail 发邮件

install software 安装软件

shut down 停机；关闭

instant messaging (IM) 即时信息

start up 启动

Internet connection 网络连接

surf the Internet 上网冲浪

ISP (Internet service provider) 互联网服务供应商

Internet 互联网

webpage address 网页地址

laptop computer 手提电脑

web browser 网络浏览器

link 链接

webpage 网页

meet people online 在线遇见(人)

行业名称 Industries and Career Fields

agricultural sciences 农业科学

consumer science 消费学；消费科学

architectural design 建筑设计

cosmetology 美容学

art and design 艺术与设计

culinary arts 烹饪艺术

biology 生物；生物学

engineering technology 工程技术

biomedical sciences 生物医学科学broadcasting 广播

engineering 工程；工程学

human resources 人力资源

business administration 工商管理

journalism 新闻业

chemical engineering 化学工程

law enforcement 法律实施；执法

communication technology 通信技术

law 法律

computer programming 电脑编程

marketing 营销

computer sciences 计算机科学

medical professions 医疗职业

construction management 建筑管理；施工管理

psychology 心理学

public safety 公共安全

construction trades 建筑行业

religious studies and philosophy 宗教

学和哲学

teaching 教学

sales 销售

transportation 交通

social sciences 社会科学

政治词汇 Political Terms

bipartisan 两党的；两党联立

lobby 游说团体

bleeding heart 老好人

machine politics 机器政治

campaign 运动

McCarthyism 麦卡锡主义

caucus 领导班子；决策委员会

muckraker 丑闻揭露者

checks and balances 制约与平衡

photo-op 拍照

convention 公约

platform 政纲

dark horse 黑马，冷门

political party 政党；党派

delegate 代表，委员

poll 民意调查

demagogue 煽动者

pork barrel 议员为选民争取到的地方建设经费

fence mending 恢复友好关系

filibuster 阻挠议案通过

primary 初级的

front burner 紧急事件，第一时刻处理

pundit 评论员

reactionary 反动的

GOP (grand old party) 共和党 (老大党)

red tape 繁文缛节

security 安全

grass roots 基层的，民众的

silent majority 沉默的大多数

ideology 意识形态

slate 板岩；候选人名单

incumbent 现任

smoke-filled room 幕后政治妥协

lame duck 即将卸任官员

spin 自旋；塑造公众的方式看问题

left-wing 左翼

swing vote 关键投票

餐饮词汇 Food and Beverages

fresh 新鲜的

expired 过期的

off 变味的

raw 生的；生肉

ripe 熟的

four-course meal 四道菜餐

rotten 腐烂的

picnic 野餐

tough 硬的

snack 零食；快餐；小吃

undercooked 未煮熟的

TV dinner 冷冻快餐，速冻食品

unripe 未熟的

bite 咬

hot 烫的，热的

chew 咀嚼

mild 软的

swallow 吞咽

salty 咸的

heat 加热

savory 美味

poach 水煮

sickly 令人作呕的

roast 烤

sour 酸的

steam 蒸

spicy 辣的

stew 炖

stodgy 油腻的

bitter 苦的

sweet 甜的

bland 淡的

tasteless 淡的；没有味道的

creamy 含奶油的；奶油色的

barbecue 烤肉；烧烤

crisp 脆的

buffet 自助餐

crunchy 酥

旅行词汇 Travel

accommodations 住宿

cart/wagon 旅行车

airplane 飞机

crash 撞车

airport 机场

drive 驾车，开

arrival 抵达

east 东方

automobile 汽车

have an accident 出车祸

baggage 行李

journey 旅行；旅程

bicycle 自行车

map 地图

boarding pass 登机牌

north 北方

book a hotel 预定酒店

port 港

car rental 汽车租赁

ride 乘；骑

carry-on luggage 随身携带行李

road/way/path 路

ship 船

traveler 旅行者

south 南

trip 旅行；旅程

traffic 交通

walk 步行

train 火车

west 西方

transportation 运输

十项全能之二 商务礼仪十大要诀

TenKeysto GoodBusinessEtiquette

无论你身在世界的哪个角落，总有一些公认的商务礼仪规则存在。商务礼仪从本质上讲就是如何与人打交道或建立关系。在商业世界里，决定你成败的是人；而礼仪，确切地说，是实现你商业潜力最大化的一个途径。

商务礼仪总是围绕着两件事，且两者都取决于自身行为。首先，一个彬彬有礼的人总是会对别人的利益和感受有着周到的考虑。其次，成功的人际关系处理要求减少误解。这两件事将保证人们在你的身边感到舒心，因此，在你的人际交往中，彼此间更好地沟通和更多的信任也就不再是什么难事了。

商务礼仪涵盖在办公室里、与客户之间、打电话过程中、写电子邮件等场景，还包括别的商业往来情况，如在商业旅行中、商务饮食中或别的情况之下。

这里列举十个商务礼仪要诀供您参考：

会议 Meetings

如果事情非常重要，必须召开会议，那一定要考虑到与会者的时间并做好充分的准备工作。

事前通知：

◎目的

◎预计持续时间（必须细致入微地把握会议截止时间，并不是每

个人都愿意在超时的情况下完成会议)

◎议题议项

通常被(人们)忽略的是:对于与会者的出席表示感谢,并(以纪要或至少以笔录的形式)对与会者为实现(上次)会议的目标所做出的积极贡献表示肯定。与会者常在离开时留下疑问:我们的建议是否被听取?我们的关注和贡献是否被认可?将会议(无论多么简单的会议)的纪要或者笔录分发给出席的人员和缺席的人员,内容应言简意赅,但是对于所做的决定,包括措施项目都应全面描述。

永远不可以在当事人不在场的情况下向其指派项目任务,除非你别无选择。在会议纪要中注明没有当面通知当事人,对于每项工作的最终安排要有专人负责通知未出席者。

电话 Phone

无论如何都得回电话。即便你并没有来电方希望得到的答案,也应打电话告诉他,为了他所需的信息,你在为此做着什么,或者你也可以指导他在哪里才能得到最确切的答案。

如果你打算出门,就委托某人帮你接听电话,或者至少让语音回答系统告诉来电方,你什么时候回到办公室以及什么时候能够回电。

当你致电并遇到接待员或者秘书接听时,亮明自己的身份并告知对方打电话的目的。这样,你才能肯定你的电话会被转接到你最需要的部门或最合适的人,由此你能获得恰当的信息并且得到更有效的帮助。

当你接听电话时,说明身份或是自己所在的部门,即便被打扰了,你接电话时也要满怀热诚,至少洋溢着热情,因为来电方并不知道他打扰到你了。

确保你的语音留言系统工作正常,不会告知来电方信箱已满、无

处可以转接电话或没有应答。无论是设备系统的故障还是人的无礼，都要杜绝。

对话人性化。许多人使用电子通讯设施（包括电话、语音信箱或电子邮件）联络，就像摆弄自己的车一样随意。他们觉得既然不是和当事人面对面，就可以堂而皇之地粗鲁、生硬或无礼。我们要保证，充分利用这些媒介的长处，但避免落入其弊端纠缠之中。

电子邮件 E-mail

主题突出。想想有多少封你收到的邮件标题意义笼统、指代不明，简单地以“你好”或者“给你”命名。

勿将邮件中出现在主旨内容之前的三大篇附带信息一起转发。在你转发的邮件中，无关的信息都应当删除，如：“致某人备忘录”的标题、地址或时间等。

在回答问题时，复制原邮件中的问题部分然后做出回应即可。你无需自动粘贴所有过往的问题，但也别给出简单到只有一个“是”字的回答。太直接笼统会让读者迷惑不解。

尽管在“发件人”和“收件人”栏中已有相关内容，但在邮件中还应包含地址和签名。请牢记，你是在和人交流而不是冷冰冰的机器。

切忌全部内容都用大写字母，因为这样读起来过于“沉重”。这会让人觉得你太懒，不愿意以正确的方式打字。邮件是一个书写的媒介，因此书写格式要遵守礼节性的标准。

打断 Interruptions

除非遇到万不得已的情况，否则应当尽量避免插嘴打扰（无论是在个体或团体的工作中，还是会议、电话，即便是在讨论中也要避免）。大部分领导都觉得打断下属的非正式工作会议是无关紧要的，

但是他们打断的可能是一个将给企业带来成功或效益的集思广益的会议。

在不得不打断一个对话、会议或者某人正专注的一项工作时，都应当道歉，然后尽快地表明你的需求，并且说明你已经考虑过将会打断这个重要的工作和过程。

客户、顾问和新雇员 Guests, Consultants and New Employees

如果你请了一位新顾问，不管他在你的公司工作一天、一周还是更长时间，一定要确保他有完成工作所需的所有信息和资源。这不仅出于礼貌，更是为公司的利益着想。把时间花在来来回回找东西上，对员工来说有些难堪，对公司来说就是损失。

给顾问或客户与公司员工相同的工作空间。对于在公司编程设计的顾问，尽可能给他和别的编程员工相同的办公隔间、相同类型的电脑设备等。这样会避免你的员工感觉被轻视，顾问感觉被隔离或被给予二等待遇等。

赞赏和认可 Appreciation & Credit

对做出努力和贡献的每个人都不要忘记表达你的赞赏和表扬。对于同事在任何方面表现出的成就都不要忘记称赞。

着装和形象 Dress & Appearance

如果说同事或者客户不在意你的形象的话，那简直就是对他们的指责。

衣服皱皱巴巴，胡子拉碴，体味难闻或者蓬头垢面（无论是有意还是无意），都暗示着你对人和事以及公司形象的不在意。

犹豫的时候最好选择最保险的。如果你觉得穿牛仔裤参加某社交活动应该能行，但又不是很肯定，那最好穿熨烫好的卡其裤和短袖衫；如果你认为某场合需要着装相对正式，那最好还是穿衬衫、打领带；如果你对着装的要求不甚了解，那最好还是着稳妥起见的服装。

女士的着装相对复杂。但还是那句话，稳妥考虑、着装讲究。

经常练习最得体的装束（即便是在穿牛仔裤的休闲环境）。

社交 Social Settings

许多在聚会、晚宴或者在玩高尔夫过程中形成的印象（即使当时你们谈的不是生意），也有可能以后促成某个商业活动。所以，尽量随身携带名片。

引荐介绍 Introductions

在活动前，通过通讯录或者“人物数据库”，先了解一下在活动中可能遇到的人。

如果忘记了某人的名字，你可以先介绍你熟知的人来“掩盖”，“你认识约瑟·史密斯吗？他是我们的财会代表”。通常在这个时候，你所不熟知的另一方会主动介绍自己。

如果这个方法行不通，承认思维受阻比不知所措更可取。

西餐就餐礼仪 Western Table Manners

叉子习惯放在左手边，汤匙和刀通常放在右手边。盘子在左边，所以你的面包盘应当在你的左手边。杯子，包括咖啡杯，都应当在右边。在宴会桌上，当你左右两边的人都有食物的时候，再开始用餐。如果你的菜还没有来，但桌上大部分人的菜都齐了，这时你应当鼓励

别人先开始用餐。就餐时，先取你面前餐盘中的食物，别的菜可以请临近的人传递。

总结 Conclusion

人无完人，总会有马失前蹄的时候。忘记VIP客户的名字，说出激烈的措辞评论，或用错了叉子，谁都会发生这种情况。这是真实的生活，没有剧本，是我们自己的所作所为构成的生活。

需要牢记的是，如果你希望身边的人都感到舒心和被尊重，那你就应该自问，是否做到了上述建议或商务礼仪。

十项全能之三 商务口语300句

BusinessSpokenEnglish-300Sentences

好消息与坏消息 Sharing Good News and Bad News

I'm afraid there is some bad news.....恐怕有些坏消息.....

I hate to tell you this, but.....我实在不情愿告诉你，但是.....

There's nothing left.没有什么可以再失去的了。

I'm so sorry.我真的很抱歉。

There's nothing that can be done.没辙了/没办法了。

It doesn't look so good.看起来不太妙。

There are some developments that I need to talk to you about.
我要和你谈谈新发现的一些动向。

I wish I could tell you differently.我希望我能告诉你不同的结果发现。

What has happened has already happened.事已至此。

We will have to find a way to move on.我们总得想个办法。

I am sorry to inform you that.....我很抱歉地通知您.....

This will not happen again.下不为例/不会再发生这样的事了。

We are sorry for any inconvenience this has caused you.我们为给您带来的不便深表歉意。

I am truly sorry to inform you about.....我十分抱歉地告知您.....

Due to circumstances beyond our control.....由于一些我们无法控制的情况.....

There has been a problem with.....出现了一个问题.....We deeply regret.....我们深表遗憾.....

It is our pleasure to announce.....我们很高兴地宣布.....

Let us be the first to congratulate you.让我们来做向您祝贺的第一批人。

We are happy to announce.....我们很高兴地通知.....

It's with great joy that we.....我们很兴奋.....
Congratulations ! 恭喜 !

Let's all give (sb) a hand ! 让我们大家为 (某人) 鼓掌 !

I've got some great news for you.我有些好消息要告诉您。

Guess what ! You won't believe the good news ! 猜猜看 ! 这个好消息会让您觉得难以置信 !

You'll never guess ! 你绝对猜不到 !

Listen, I've got some great news about.....听着, 我有一些关于.....的好消息。

表达需求与应答 Expressing and Responding to

Demands

Please send us.....请发给我们.....

Could you tell me where.....您能否告诉我.....在哪里？

Would it be possible to have a.....可以给我一个.....吗？

I was wondering if it would be possible to.....我想知道是否可能.....

I would appreciate it if you could have.....如果您可以.....我将感激不尽。

Would you mind.....您介意.....吗？

Can you tell me where I can.....请您告诉我，在哪里能够.....

Do you know where I can get.....您知道在哪里我能够找到.....吗？

Can you help me with.....您能否帮我.....

I would love to help you with that, but.....我很愿意帮助您，但是.....I can do that for you.我可以帮您做。

Don't worry, we can take care of it.别担心，我们可以应付。

Can you please.....您是否可以.....

If you don't mind waiting a moment, I can.....如果您不介意稍等一会儿，我可以.....

Would this be alright?这样行吗？

I don't know the answer to your question, but let me help you find someone who does.我不知道您问题的答案，但我可以帮您找一

个能回答的人。

I can help you find someone who will take care of it for you.我能帮您找个可以协助您的人。

Can you tell me more about what you had in mind?您能告诉我更多的想法吗？

What you're asking for is impossible.您的要求是不可能实现的。

It might be difficult to meet your requirements.满足您的需求对我来说有些困难。

It would be better if we.....如果我们.....会更好一些。

发表意见与应答 **Expressing and Responding to Opinions**

I agree with you.我同意你的看法。

You're right about that.您是对的。

I think you've got it all wrong.我想你彻底搞错了。

I think.....我想.....

I'm convinced that.....我相信.....

Wouldn't it be better if.....如果.....不是更好吗？

In my opinion.....依我看.....

Generally speaking, I think.....总的来说，我觉得.....
Personally, I think.....我个人认为.....

The way I look at it.....我的看法.....I'd just like to say.....我

只想说.....

I'm quite convinced that.....我深信.....To be quite honest/
frank.....老实说.....If you ask me.....如果你问我.....

What's your view?您有什么想法？

How do you see the situation?您怎么看这个情况？

What's your take on it?对此您怎么想？

I think you've got something there.我想你一定有了什么新想法。

You've got to be kidding?你在开玩笑吧？

Are you serious?您是当真的吗？

That's a great idea.这是个好主意。

赞成与反对 **Agreeing and Disagreeing**

I agree with you 100 percent. That's so true.我百分之百同意。
真的。

I couldn't agree with you more.我完全同意。

Tell me about it ! 跟我说说是怎么回事！

No doubt about it. You're absolutely right.毋庸置疑，您完全正确。

Absolutely. You have a point there.完全正确，您说的有道理。

That's for sure. That's exactly how I feel.那是肯定的。跟我感觉完全一样。

Exactly, I was just going to say that.正好，和我想说的完全一样。

I'm afraid I agree with James.恐怕我与詹姆斯的意见一致。

I have to side with Daniel on this one.在这点上，我站在丹尼尔一边。

No way.I totally disagree.不行，我完全不同意。

I'm not so sure about that. That's not always the case.我不是那么肯定，事情并非总是如此。

I'm afraid I disagree. That's not always true.我不同意。那并不总是正确的。

I totally disagree.我完全反对。

I'd say the exact opposite.我要说的正好相反。

I beg to differ.恕我不同意/我不敢苟同。

Not necessarily.未必。

You're totally wrong about that.你完全错了。

满意与不满 Expressing Satisfaction and Dissatisfaction

I am very happy with.....我很高兴.....I really appreciate.....我真的很感激.....It's great that.....真的太好了！

I wish they would have.....我希望他们会.....

It would have been better if.....本来可以更好些，如果.....Too

bad they didn't.....他们没有.....真是太糟糕了。

It was perfect that they.....他们.....真是太棒了。

They should have.....他们应该已经.....

It was not what I expected.这不是我所期望的。

I was hoping for more.....我本期待更多的.....

If they would have.....then.....要是他们能够.....那.....It was just right.恰到好处。

What a great job ! 干得漂亮 !

I wish I could have.....我希望我能够.....

The.....was just perfect.....非常合适/棒。

If it were up to me, I would have.....如果让我决定 , 我就会.....

They might want to consider changing.....他们可能要考虑变革.....In the future, they ought to.....未来他们会.....

It was better than I imagined.比我想象得要好。

It was out of this world ! 太不可思议了 !

I think I like.....我想我喜欢.....I can deal with.....我能处理.....

I couldn't handle.....我不能应付.....

.....is just great !真是太棒了 !

邀请与接受、拒绝 Making, Accepting and Declining Invitations

Would you like to.....您是否愿意.....

A bunch of us are going to.....Would you like to come along?
我们一大堆人要去.....您要一起去吗？

We'd love to have you join us.我们很希望您能加入。

Are you free?您有空吗？

Please join us.和我们一起吧。

Do you have plans?你们有计划吗？

Would you like to attend.....您想不想参加.....Can you come?
你能来吗？

Is your schedule free on Tuesday?We are going to.....周二你有什么安排吗？我们要去.....

Can you pencil me in for Monday afternoon?您能帮我暂定到周一一下午吗？

It would be great if you can make it to.....如果您能够得到.....那就太好了。

I'd love to come.What time does it start?我很愿意来。几点钟开始？

Where should I meet you?我在哪里和您碰头？

Sure, I'd be happy to.....当然，我很高兴.....Can I bring.....我能够带.....吗？

Let me check my schedule and I, ll let you know.我核对一下时间表，然后告诉您。

I'd love to come, but.....我很乐意来，但是.....

It's too bad, I have something that day.太不巧了，那天我正好有事。

I hope you have fun.我希望你们过得开心。

I can't make it because.....由于.....故不能出席。

If I can get out of this meeting, I can make it.如果我能推掉这个会议，我一定去。

I have a prior engagement.我已经有约了。

Unfortunately, I can't come. I have something that night.真不巧，我不能去。我那天晚上有事。

I have a meeting for that day.那天我有个会议。

Can we reschedule?我们能改一下时间安排吗？

Can I take a rain check?你能改天请我吗？

Maybe if I had more notice.....如果我早点知道的话.....

推荐与建议 Giving Suggestions and Recommendations

We could.....我们可以.....

Let's go.....让我们一起去.....

What about (v. + ing)? (做某事) 怎么样？

How about (v. + ing)? (做某事) 如何 ?

I suggest we.....我建议我们.....

I think it would be a good idea if we.....我想如果我们.....那会是一个很好的主意。

Shouldn't we.....?我们是否应该.....

Don't you think we should.....您不觉得我们应该.....I think we ought to.....我想我们应该.....

It would be better if.....如果.....那会更好。

I don't think you should.....我觉得你不应该.....You ought to.....你应该.....

You ought not to.....你不应该.....

If I were you, I'd.....如果我是您 , 我会.....

If I were in your position, I'd.....如果我在您的位置上 , 我会.....If I were in your shoes, I'd.....换作是我 , 我会.....

You had better.....您最好.....

You shouldn't.....你不应该.....

Whatever you do, don't.....无论您做什么 , 都别.....

埋怨与指责 **Complaining and Criticizing**

I'm sorry to have to say this but.....我很抱歉不得不这样讲 , 但是.....I'm sorry to bother you, but.....不好意思麻烦你 , 但是.....

Maybe you forgot to.....也许您忘了.....

I think you might have forgotten to.....我想你可能忘记了.....

Excuse me if I'm out of line, but.....如果我失态了还请您原谅，但是.....

There may have been a misunderstanding about.....关于.....可能有一个误解。

Don't get me wrong, but I think we should.....不要误会我的意思，但是我觉得我们应该.....

I wouldn't do that. I would.....我不会那样做，我会.....But if we.....万一我们.....

I'm afraid I have to disagree with you.恐怕我不能同意你。

Don't get me wrong.....别误解我的意思.....

Even so, if.....即便是这样，但如果.....Don't forget that.....别忘了.....

Very true, but.....不错，但是.....

道歉与应答 Making and Accepting Apologies

I'm sorry to hear that.....我很抱歉听到.....

I am truly sorry that.....我真的很抱歉.....

I wish things had happened differently.我真希望情况不是这样的。

It's my fault.I'm so sorry.是我的错，我道歉。

I regret deeply.....我深刻反省.....

I am very sorry to inform you.....我很抱歉地通知您.....It was my mistake.那是我的过失。

Whoops, my bad.哎呀，坏了！

Please excuse me.请原谅我。

I'm so sorry.我很抱歉。

What can I do to make it up to you?我该如何补偿您呢？

Is there anything I can do?有什么是我可以做的？

It's OK, don't worry about it.没事的，不必为此担心。

Forget it.没关系的。

It's no big deal.没什么大不了的。

No biggie.根本不算什么。

You're okay.不用操心。

Don't stress.别有什么压力。

It doesn't matter.没关系的。

Please be careful next time.请下次注意。

I guess I can forgive you this time.这次我会原谅你的。

You're forgiven.你已经得到谅解了。

感谢与应答 Giving and Receiving Thanks

Thank you so much！太感谢您了！

I really appreciate.....我很感激.....

You've really helped me a lot.您真的帮了我大忙。

You've made a difference in my life by.....由于您.....我的生活发生了翻天覆地的变化。

I can't thank you enough for.....我不知道该怎样感谢您.....I'm so grateful for your.....对于您的.....我深表感谢。

Thanks a million ! 非常感谢 !

You are a lifesaver ! 您真是个大救星 !

You are my hero ! 您真是我的大英雄 !

You're the man ! 你真是太棒了 !

I am so thankful because.....让我感激不尽。

I greatly appreciate.....我非常感激.....

I couldn't have done it without you.没有您，我是做不成的。

I owe you one ! 我欠您一个人情 !

You're welcome.不客气。

It's been my pleasure.这是我的荣幸。

I am happy to help.我很乐意帮忙。

It's my pleasure.我很荣幸。

No problem, anytime ! 没问题，随叫随到。

Don't worry about it ! 没事的 !

Small kine ! 小事一桩 !

It was nothing. 没什么的。

赞誉与祝福 Giving Praise and Blessings

You're one of a kind ! 你是独一无二的 !

Couldn't have done it better ! 完美至极 !

Great job ! 干得漂亮 !

I can't believe how amazing you are ! 我真不敢相信你如此之棒 !

Thank you for your great solution. 感谢您提供了这么好的办法。

You've helped to raise the standard. 你做得比标准的还要好。

You've exceeded my expectations. 你超出了我的预期。

I wish the best for you and your family. 我祝愿您及您的家人万事如意。

I hope everything all works out. 我希望一切顺利。

Best of luck in all you do. 好运连连。

Best wishes for success in all aspects. 万事如意。

Hope you get everything you desire. 万事顺心如意。

You deserve the best. 你应该得到最好的。

Good luck in the future. 未来好运常伴。

I wish you the best of everything in your life. 我祝愿您万事称心

如意。

Please send my love to your family. 请代我向您的家人问好。

If it wasn't for you, we'd be out of luck. 要是没有您，我们不可能这么幸运。

You're the best. 你是最棒的！

May all your dreams come true. 祝愿你梦想成真。

May you reach all your goals. 祝愿您万事如意。

May happiness be yours. 祝你幸福快乐。

误会与解释 **Dealing with Miscommunications**

I'm sorry, I must have misunderstood. 对不起，一定是我误解了。

Did you mean.....? 您的意思是.....吗？

I think I caught the wrong meaning. 我想我理解错了。

So what you're saying is..... 那么您的意思是.....

I thought you meant..... 我本以为您的意思是.....

I was under the impression that..... 我本来觉得.....

I was under the understanding that..... 我本来以为..... It was my understanding that..... 我原以为.....

Don't you mean.....? 难道您的意思是.....

Can you explain that again for me? 您能否再给我解释一遍？

I don't think I've got your meaning.我想我没有理解您的意思。

What was it that you meant?您原本的意思是什么？

Let me clarify.....让我澄清一下.....

We aren't on the same page.我们的理解有出入。

Let me explain it to you again.我再给您解释一遍。

You've got the wrong idea.您理解错了。

I must not have communicated clearly.我肯定没说清楚。

Let's try that one more time.我们再明确一下。

What I meant was.....我本来的意思是.....

What did you understand?您理解成什么了？

不同程度的肯定 **Expressing Varying Degrees of Certainty**

I'd say.....我要说.....

It might.....也许.....

It could be.....可能是.....

It looks like.....看起来像.....Perhaps.....兴许.....

Maybe.....也许.....

It's difficult to say, but I'd guess that.....很难说，但是我猜.....
I'm not really sure, but I think that.....我不太确定，但我觉得.....
There are about 500 words on the list.单子上大约有500个字。

There are approximately 50 people in my class.班上大概有50个人。

Research indicates up to 50% increase in sales.研究表明销售增长超过了50%。

It's kind of a.....它是一种类似于.....It's the type of.....它是种.....

To me it seems as if.....对我来说好像.....I think we'd better.....我想我们最好.....

It might be better if.....如果.....可能会更好。

Do you think.....?你觉得.....?

I'm not certain, but.....我不肯定，但是.....

It is definitely.....那绝对是.....

You'd better believe that.....你最好相信.....I bet that.....我敢打赌.....

I'm sure that.....我肯定.....

Beyond a doubt.....毫无疑问.....

I have no doubt that.....我深信.....

There's no question that.....毋庸置疑.....

表达可能性 Expressing Possibility

There's no way that.....没办法.....It can't be true.那不可能是真的。

I don't believe that.....我不相信.....

It's not going to happen that way.不会发生这种情况的。

I don't think it's possible.我觉得不可能。

It's a long shot.这是一种猜测。

It doesn't work like that.像那样是行不通的。

I don't think so.我不这样认为。

That's impossible.那不可能。

It could work.应该可以的。

It should work.应该能行的。

It might happen.可能会。

I can see it happening.我敢肯定会发生的。

It could happen that way.那样的话可能会发生。

Perhaps we will see.....也许我们会看到.....

Maybe we'll get to see.....也许我们能看到.....

Do you think it would work if.....你觉得如果.....能行吗？

Give it a chance, it could work.试试看，能行的。

十项全能之四 掌握电话技巧

Telephone Skills

接听电话 Answering the Phone

个人的职业修养 (individual professionalism) 和公司的专业水平都能在通电话时的问答之间充分体现。接听电话一定要突显来电方的重要性。

热情礼貌，乐于助人 (courteous and helpful)，无论打电话的是谁，听了都会倍感舒心。

☉Hello, thank you for calling McKay Insurance.This is Barbara Michaelson.

您好，感谢致电麦凯保险。我是芭芭拉·迈克尔森。

☉Mediacom Entertainment, how may I help you?

通信娱乐，有什么可以为您效劳的吗？

☉You've reached Electronics.This is Tad speaking.

您拨通的是电子公司，我是塔德。

☉Hello, Samantha Smith.

您好，我是萨曼莎·史密斯。

☉How may I direct your call?

您需要我帮您将电话转到哪里？

⊙Would you please hold?

您稍等，请别挂。

⊙May I transfer you?

我可以帮您转电话吗？

⊙How may I help you today?

今天有什么我可以帮助您的吗？

自报家门

以友好的语气（friendly tone）说明你的身份（identify yourself），无须过多说明和修饰，告诉来电方你很愿意帮忙。确保你的语气友好、声调柔和。

⊙Hello, Margaret Jameson.How may I help you?

您好，我是玛格丽特·詹姆森。有什么可以为您效劳的吗？

⊙Hello, you've reached human resources, Mark Adams speaking.

您好，这里是人力资源部。我是马克·亚当斯。

⊙Good morning, thank you for calling.This is Noelle Jacobs.

早上好，感谢来电。我是诺埃尔·雅各布斯。

⊙Zhang Hongmei, s here.How may I help you?

我是张红梅。有什么可以帮助您的吗？

称呼恰当

在确认对方身份时，冠以称呼，此后尽量使用“办公室、办公

桌、在线”等职业词汇。如果是接同事或者上级领导（supervisor）的电话，就无须说自己的头衔了。

⊙Hello, Mr.Saunder's office.This is Harold Lee.How may I help you?

您好，桑德先生办公室。我是哈罗德·李，有什么可以帮忙的？

⊙Hello, Mr.Fisher's office, Jordan Fraiser speaking.

您好，费希尔先生办公室。我是乔丹·弗雷泽。

⊙Thank you for calling Gershon Labs.You've reached the desk of Ms. Stevens. This is George Mason.

感谢致电格申实验室。这里是史蒂文斯女士的办公室。我是乔治·梅森。

所在部门、单位名称

接到诸如“是预定处吗”或者“是人力资源部吗”的电话时，有必要说明部门单位的名称和你的名字。

⊙Bookkeeping.This is Jill Martin.How may I help you?

订票处。我是吉尔·马丁，有什么可以帮您的？

⊙This is Customer Relations.John Fielding here.What can I do for you?

我是客户关系部的约翰·菲尔丁，有什么可以为您效劳的？

⊙You've reached the Marketing Department.Liv Thomas.

这里是营销部。我是利瓦·托马斯。

结束通话

结束时最好说“Thank you”或者“Good bye”。最好别说“bye-bye”或者“OK”，并且让来电方先挂电话（hang up first）。

A : Thanks for your help.

B : It's my pleasure. Please don't hesitate to call again if I can be of any assistance. Thank you. Good bye.

A : 非常感谢您的帮助。

B : 不客气，这是我的荣幸。如果还需别的帮助，敬请再次致电。谢谢，再见。

总结

问与答的对话之间，个人修养、公司形象、服务意识都尽显无遗。接电话很简单，但很多细节都要深思，从礼貌用语到称谓称呼，从结束方式到语气语调，都有很多讲究，应多多注意。

Words 单词表

agent代理，代理商

available有空的；方便的

claim主张；要求

couple夫妇，一对

extension扩展；延期

hold保持；握住

lab实验室，研究室

line线

office办公室，办事处

particular特别的；详细的

probably很可能，大概

receive接受，得到

reception酒会，招待会

unfortunately不幸的是

Phrases 短语表

at his/her desk在他/她的座位上

call back number回电号码

call back回电话

calling for sb呼唤/找（某人）

check to see检查

file a claim提出索赔；提出申诉

How may I help you?我该怎么帮助您？

I have (sb) on the line for you (有人) 在线找您

I'd like to speak to.....我想和.....讲话

I'm calling about.....我来电是关于.....

let sb know告知（某人），让（某人知道）

no problem没有问题

Please hold请别挂

put sb on hold使（某人）处于候听

reach (a person or a place) 接通（某人/某处）

speak to sb about it和（某人）讲某事

speak with sb和（某人）通话

step away from her/his desk从他/她的位子上走开

sure当然，确信

take a message捎口信，带口信

thank you for calling感谢致电

实景对话1

A : Hello, thank you for calling McKay Insurance. This is Barbara Michaelson.

How may I help you?

B : Hi Barbara. This is Debbie Vanders from Stateside Insurance.I'm calling about a claim we received from your office.

A : Is there a particular agent you'd like to speak to?

B : The claim was filed by Jordan Miller. It'd probably be the best to speak to him about it. Is he available now?

A : I will check to see if Mr. Miller is at his desk.Would you mind holding on for a minute?

B : No problem.

A : Okay, please hold while I see if Jordan is available. It shouldn't be more than a couple minutes. (Puts on hold)

C : Claim Department, Jordan Miller speaking.

A : Hi Jordan, this is Barbara from reception. I have Debbie Vanders from Stateside Insurance on the line for you. Are you available to speak with her?

C : Sure. Please transfer her on over for me.

A : No problem. (To other line) Hello, Ms. Vanders, Mr.Miller is available.I can transfer you to his line now.

A : 您好，感谢致电麦凯保险。我是芭芭拉·迈克尔森。有什么可以为您效劳的吗？

B : 您好，芭芭拉。我是本地保险公司的黛比·范德斯。我打电话是因为我们收到贵办公室的一份投诉书。

A : 您希望和哪位具体的代理人通话呢？

B : 这份投诉书是乔丹·米勒负责的那个部门的，最好能和他通话。他现在方便吗？

A : 我去看一下米勒先生在不在座位上，请稍等，别挂电话，好吗？

B : 没问题。

A : 好的，请稍等，我看看乔丹现在是否方便。就几分钟。（置于候听状态）

C : 我是投诉部的乔丹·米勒。

A : 您好，乔丹。我是前台的芭芭拉。我这里有一个来自本地保

险公司的黛比·范德斯的电话找您。您现在方便接她的电话吗？

C：当然，请转给我吧。

A：没问题。（到另一条线上）您好，范德斯女士，米勒先生现在有空。我现在就给您把电话接过去。

实景对话2

A：Thank you for calling Gershon Labs. You've reached the desk of Ms.

Stevens. This is George Mason.

B：Hi. I'm calling for Katerina Stevens.This is her extension, right?Is she available now?

A：Yes, Sir. You've got the right extension, this is Katerina's desk.

Unfortunately, she is away from her desk right now. Is there something that I can help you with?

B：Umm.....Actually I need to speak with Katerina about something.....

A：I can take a message for you and make sure she gets it. She just stepped away from her desk, she should be back soon.

B：Well, I can call her back in a few minutes.....

A：Why don't I take a message and she can get back to you soon?

B：That would be fine, except that I don't have a convenient call back number.

A : I could take a message for you, and you can try ringing her back in about twenty minutes. If I let her know you called and will be calling back at a specific time, then she will be prepared to receive your call.

B : Okay. Will you let her know her husband will call her back at 2 : 30?

A : Certainly.

A : 感谢致电格申实验室。这里是史蒂文斯女士的办公室。我是乔治·梅森。

B : 您好，我找凯特琳娜·史蒂文斯。这是她的分机号吗？她现在方便吗？

A : 是的，先生。您拨的分机号是对的，这正是凯特琳娜的座位。不巧的是，她刚从座位上离开。有什么我可以帮忙的吗？

B : 嗯……事实上我需要和凯特琳娜讲些事情。

A : 我可以帮您给她留言，她一定会看到的。她刚从座位上离开，应该很快就回来了。

B : 算了，我过几分钟再打给她吧……

A : 为什么不留个口信给她？她随后很快就会回复您？

B : 也好，问题是我这边没有方便的回电号码。

A : 我留个口信给她，您可以过20分钟再打给她。如果我告诉她您打过电话以及再打过来的明确时间，她会等您电话的。

B : 好的，请您告诉她，她丈夫将在2 : 30打电话给她。

A : 好的。

让对方等候 Placing the Caller on Hold

让致电方等候为其转接电话，是商务电话中习以为常（second nature）的内容。彬彬有礼并提供快捷有效的转接，让对方领略公司的优良服务。

先要说明一个让对方等候的理由，然后以询问的方式让对方稍等。

☉Thank you for calling Medford Insurance, this is Marcie Stevens.

Would you please hold?

感谢致电梅德福保险，我是玛茜·史蒂文斯。您能否稍等片刻？

☉I'm sorry, I need to answer the other line.Would you mind holding momentarily?

对不起，我需要接听一个别的电话。您是否介意稍等片刻？

☉Let me check the information in our computer database.Could you hold for a moment, please?

让我查一下电脑里的数据库。您可不可以稍等片刻？

☉I'll take a look and see if Mr.Johnson is available to take your call.

Would you like to hold for a moment, please?

我要看一下约翰逊先生是否方便接听您的电话。您能否稍等一下？

☉We're experiencing heavier than usual call volumes.I need to place you on hold for a few minutes.

现在我们的线路比往常繁忙。我得请您稍等几分钟。

尊重来电者的意见

一定要询问来电方（caller）是否愿意其电话被挂起，或者是否愿意随后再打（call back）。避免使用生硬词语（abrupt phrase），要让来电方知道可能要等多长时间。

⊙Mr.Samuels is meeting with a client at the moment.Would you prefer to leave a message on his voice mail?Or I can put you on hold?

塞缪尔斯先生此刻正在会见一个客户。您愿意在他的语音信箱中留言吗？或者将您的电话挂起？

⊙I need to find the information you are requesting in my file cabinet.It may take a few minutes. Can you hold, or would you like me to call you back?我得在我的文件柜里找一下您要的信息。可能得等一会儿。您别挂，或者一会儿我给您回过去？

⊙I will transfer you over to Mr.Griggs'line.Please hold for just a moment.

我将把您（的电话）转接给格里格斯先生。请您稍等。

⊙We are experiencing a high call volume at the moment.I need to place you on hold for several minutes. Would you rather leave your name and number and I can call you back?

现在是电话线路使用的高峰时段，我得让您稍等几分钟。您是否愿意留下您的姓名和号码，我一会儿给您回过去？

继续等待

如果来电方同意电话暂被挂起，在过了你所说的挂起时间后，一定要重新接通（return to the line），并询问是否愿意再等。

☉Hello?Mr.O'Brian has still not returned to the office.Would you like to continue to hold for him?

您好！奥布赖恩先生还没有回到办公室，您是否愿意继续等他？

☉Ms.Lewis is still with a client.Did you want to keep holding for her?Or I can transfer you to her voice mail？

刘易斯女士还在会见客户，您是否愿意继续等待？还是帮您转到她的语音信箱？

☉Mr.Kline is still on the other line.Did you want to continue holding?

克兰先生还在接别的电话。您要继续等吗？

确认回复

在来电被挂起后，应及时回复确认进展，别长时间地挂起（hang there）。大约每隔30秒钟应该告知对方接通的近况。

☉I am still looking through the information.Can you please hold for a fewmore minutes?

我还在浏览信息。您能再等几分钟吗？

☉I will be with you shortly, please continue to hold.

我会尽快，但是请您稍等一下。

☉I need to check on a few more items.Can you please continue holding for a moment?

我需要查看更多项目，您是否可以再等一会儿？

总结

现代都市生活节奏飞快的标志之一就是来电的应接不暇，或者去电被挂起许久都得不到答复确认。掌握礼貌用语或技巧可以使等待的焦急得以平息，忙碌的压力得以舒缓。

Words 单词表

agent代理；经纪人

budget report预算报告

database数据库

experience体验，感受

figure数据，数字

file cabinet文件柜，文件箱

insurance保险

item项目

matter事情

momentarily即刻，瞬间

originally本来，原来

policy政策，方针

prefer更喜欢，宁愿

Sir先生

specific具体的；明确的

transfer转移，转送

voice mail语音信箱

Phrases 短语表

at the moment此刻

call sb back回电话给（某人）

call volume通话量

can I help you我能帮您吗

check on (sth) 检查（某事）

didn't think so本来就不这样认为

direct (a call) 直拨（电话）

final numbers最终数据

for a moment片刻，一会儿

give sb a run over (of sth) 允许某人充分使用（某物），获准充分使用（某物）

give me a holler喊我一声/叫我一声

have (figures/numbers) in已有/存有（数据/数字）

I think I'll我想我会

I was wondering if.....我想知道如果.....

leave a message (on voice mail) 留言（通过语音信箱）

put sb on hold让某人候听

sorry about that对此深表歉意

speak to sb about.....和某人谈有关.....

take a look看一下

take your time慢慢来，不必着急

with a client和客户在一起

Would you mind (doing sth) 您是否介意.....

You mean.....您的意思是.....

实景对话1

A : Thank you for calling Medford Insurance, this is Marcie Stevens. Would you please hold?

B : Uh, Okay.

A : Thank you. (Puts caller on hold)

A : Sorry about that Sir. We are experiencing a high volume of calls at the moment. What can I do for you today?

B : Yes. My name is Bill Smith and I'm calling about a specific insurance policy package. I have a few questions, and.....

A : I'm sorry, I need to answer the other line. Would you mind holding momentarily?

B : Uh. I suppose.....

A : Thank you. (Puts caller on hold)

A : Yes, Sir. Thank you for holding. So you have some questions about a policy? I can transfer you to one of our agents.....

B : Actually, I would like to talk to Mr. Samuels.He's the agent I originally spoke to about the matter.

A : I'll take a look and see if Mr. Samuels is available to take your call.Would you like to hold for a moment, please?

B : Okay.

A : (Puts caller on hold) Hello, is Mr. Samuels at his desk?

C : He's with a client now. He should be a few minutes more.

A : Okay, thank you. (Takes caller off hold) Mr. Samuels is meeting with a client at the moment. Would you prefer to leave a message on his voice mail?Or I can put you on hold?

B : Well.....I think I'll just leave a message.

A : Very well. Please hold for a moment while I transfer you to Mr.Samuels's voice mail.

A : 感谢致电梅德福保险，我是玛茜·史蒂文斯。您能否稍等片刻？

B : 嗯，好的。

A : 谢谢。（暂时挂起对方电话）

A : 不好意思，先生。现在是电话线路使用的高峰时段。有什么可以为您效劳的？

B : 我叫比尔·史密斯。我打电话要了解保险政策的具体信息。我有几个问题.....

A : 对不起，我需要接听另外一个线上的电话。您是否介意稍等片刻？

B：嗯，好吧.....

A：谢谢您。（暂时挂起对方电话）

A：您好，先生。感谢您的等候。您是说对政策有些疑问，对吗？我可以把您的电话转给我们的经纪人.....

B：事实上，我是想和塞缪尔斯先生通话的。我一直就是和他谈这个事情的。

A：我要看一下塞缪尔斯先生是否方便接听您的电话，您能否稍等一下？

B：好的。

A：（暂时挂起对方电话）您好，塞缪尔斯先生在座位上吗？

C：他正在会见一个客人。可能还需要几分钟。

A：好的，谢谢您。（转回在线来电）塞缪尔斯先生此刻正在会见一个客户。您愿意在他的语言信箱中留言吗？或者您再稍等一会儿？

B：那.....我留言吧。

A：好的，请稍等，我帮您转到塞缪尔斯先生的语音信箱。

实景对话2

A：Good afternoon, Diamond International Group, Sunny Hong speaking.

How may I direct your call?

B：Hello. Is Mr.Griggs available?

A：I will transfer you over to Mr. Griggs'line.Please hold just

for a moment.

B : Okay.Thank you.

C : Hello. Bob Griggs.Accounting.Can I help you?

B : Hi Bob, this is Larry. I was wondering if you could give me a run over of the final numbers on the last budget report?

C : You mean for August?

B : Yes. You don't have the September figures in yet, do you?

C : No, not yet.

B : Didn't think so. Yeah.Then could you take a look at August for me?

C : No problem. Let me check the information in our computer database.

Could you hold for a moment please? (Put's caller on hold, one minute later) I am still looking through the information. Can you please hold for a few more minutes?

B : Sure, take your time.

C : Thanks. (Puts caller on hold, two minutes later) I need to check on a few more items, can you please continue holding for a moment ?

B : Okay.

C : I will be with you shortly, please continue to hold. (Puts caller on hold, one minute later) I haven't been able to find the budget report for August in the computer database. I need to find

the information you are requesting in my file cabinet.It may take a few minutes.Can you hold, or would you like me to call you back?

B : Don't worry, it's all good. Why don't you take a look around for the numbers and give me a holler when you find them. There's no hurry.

A : 下午好，钻石国际集团。我是苏尼·洪。您要接哪里？

B : 您好，格里格斯先生有空吗？

A : 我这就把您的电话转接给格里格斯先生，请您稍等。

B : 好的，谢谢。

C : 您好。我是财务部的鲍勃·格里格斯。有什么可以帮您的？

B : 嗨，鲍勃，我是拉里。我想知道我能用一下最新预算报告的最终数据吗？

C : 您是说8月份的吗？

B : 是的。您还没有9月份的数据，对吧？

C : 是的，还没有。

B : 我想也是（没有）。那能帮我看一下8月份的吗？

C : 没问题。让我查一下电脑里的数据库。您可不可以稍等片刻？（挂起对方电话，一分钟后）我还在浏览信息。您能再等几分钟吗？

B : 当然，不着急。

C : 谢谢。（挂起对方电话，两分钟以后）我需要查看更多项目，您是否可以再等一会儿？

B：好的。

C：我会尽快的，但是请您稍等一下。（挂起对方电话，一分钟后）在电脑数据库中，我没有找到8月份的预算报告。我得在我的文件柜里找一下您要的信息。可能得等一会儿。您别挂，或者一会儿我给您回过去？

B：别着急，都行。要不您再看看，找到的时候喊我一声，不着急的。

筛选来电 Screening Calls

有时候，筛选电话是迫不得已的，因为来电要找的人并不是任何时间都方便接电话，尤其是一些不方便接的来电，同事可以帮忙暂时回话。

筛选来电的关键是：无论如何都不能让对方感觉被轻视（putting down）。

☉Mr.Melvin is not available at the moment.Is there something I can help you with?

梅尔文先生现在不方便（接听您的电话）。有什么我可以帮您的吗？

☉Can I let him know who's calling?

我能否让他知道是谁打的电话？

☉May I ask who is calling?

请问您是哪位？

☉Mr.Zhang is meeting with a client.Can I tell him who called?

张先生正在会见一位客人。能否告诉我您是哪位，我好转告他？

◎Ms.Kline is not available.May I take a message?

克兰女士现在正忙，您要留口信吗？

“不方便接听”的含义

电话要找的人如果在办公室但是很忙，或者有重要的事情不容打断，或是他不想接这个电话，都意味着他此时“不方便接电话”（not available）。

◎I'm sorry Mr.Griggs is not available at the moment.Can I tell him who called?

不好意思，格里格斯先生此刻不方便（接电话）。我能告诉他是谁打的电话吗？

◎Mr.Liu is currently unavailable.Do you have a number he can reach you back at?

刘先生正忙着。您能留个他可以回电的号码吗？

◎Ms.Chen is unavailable right now.Can I take a message for you?

陈女士现在不太方便（接电话）。要我帮您带个口信给她吗？

◎Ms.Clancy is not available to take your call just now.Is there something I can help you with?

克兰西女士这会儿不方便接您的电话。我能帮您做什么吗？

语序

首先告知对方他要找的人现在正忙或者不方便接听电话，然后再问对方的姓名和电话号码（name and telephone number）。否则，

对方会对“某人正在忙”有所怀疑。总之，在帮助同事节省时间的同时，不要让来电方有不被重视的感觉。

A : Mr. Castro's office.Marshall Miller speaking.

B : Hello, may I speak to Mr. Castro please?

A : I'm sorry, Mr. Castro is not available.May I help you?

B : No, you can't.I have to speak to Mr.Castro.

A : I'll be glad to ask him to return your call if you will leave your name and number.

A : 卡斯特罗先生办公室。我是马歇尔·米勒。

B : 您好，我能否和卡斯特罗先生通话？

A : 不好意思，他现在不方便（接电话）。有什么我可以帮您的吗？

B : 不，您帮不了。我必须和卡斯特罗先生讲。

A : 请您留下您的姓名和电话号码，我会让他回电话给您的。

重要的电话

如果来电方说他是一个重要人物，或者他真有急事，该怎么办呢？那你可以这样说来弥补：“他吩咐我说，如果是您的电话就可以打断他。”这样还能让来电方感到自己很重要。

A : I'm sorry, Mr. Castro is not available.May I help you?

B : No, I have to talk to Castro. This is Paul Shin.Tell him I called and ask him to call me back.

A : Mr. Shin, Mr.Castro asked me to interrupt him if you call.I'll

get him for you.

A：对不起，卡斯特罗先生现在在忙。有什么我可以帮助您的吗？

B：不，我必须和卡斯特罗先生讲。我是保罗·希恩。告诉他我打过电话并让他回电话给我。

A：希恩先生，卡斯特罗先生吩咐过我，如果是您的电话，我可以打断他。马上帮您接通。

必须接通的电话

有些重要的电话是不能错过的。记住要把这些人的姓名记下来。

⊙I'm heading off to my meeting now. Please let me know if Margaret Hall or John Stevens calls.

我现在要去开会。如果是玛格丽特·霍尔或约翰·史蒂文斯来电的话，请告诉我。

⊙Please hold all my calls. Don't interrupt me unless you receive a call from.....帮我截下所有的来电，除非是来自.....的电话，否则不要打扰我。

总结

不管是方便还是不方便接听的电话，都应当避免让来电方有“吃了闭门羹”的感觉。请来电方留言并保证会回复，即便没能接通电话，来电方也不会有被轻视的感觉。

Words 单词表

certainly当然

currently目前，现在

customer service客户服务

direct line直线

finish完成

hold拿起；保持

interrupt打断

should应该

unavailable不方便，没有空

Phrases 短语表

as soon as.....一.....就.....

as soon as possible尽可能快地

check on检查

should be able to应该可以

go ahead and (do sth) 继续做某事

head off (somewhere) 离开/前往 (某地)

hold all my calls截住我的所有来电

I have to (do sth) 我不得不 (做某事)

I'll be glad to (do sth) 我很愿意 (做某事)

leave (name and number) 留下 (姓名和电话号码)

let sb know让 (某人) 知道

May I help you?我能帮您吗？

receive a message收到信息

return a call回电话

ship (an order) 货运

实景对话1

A : Marshall, I'm heading off to my meeting now. Please hold all my calls.

Please let me know if Margaret Hall or Paul Shin calls. I am expecting their call. My meeting should finish around four o'clock.

B : Yes, Sir. (Phone rings)

B : Mr. Castro's office. Marshall Miller speaking.

C : Hello, may I speak to Mr. Castro please?

B : I'm sorry, Mr. Castro is not available. May I help you?

C : No, you can't. I have to speak to Mr. Castro.

B : I'll be glad to ask him to return your call if you will leave your name and number.

C : This is John Taylor from Interview Magazine. Can you have him call me back as soon as possible? My number is 890-555-7875.

B : Certainly, Mr. Taylor. I will be sure he receives your message.

C : Thanks.

B : You're welcome. Goodbye. (Phone rings again)
Hello.Mr.Castro's office.

Marshall Miller speaking.

D : Hello.Is Mr.Castro there?

B : I'm sorry, Mr. Castro is not available.May I help you?

D : No, I have to talk to Castro. This is Paul Shin.Tell him I called and ask him to call me back.

B : Mr. Shin, Mr.Castro asked me to interrupt him if you call.I'll get him for you.

A : 马歇尔，我现在要去开会，帮我截下所有来电，但如果是玛格丽特·霍尔或保罗·希恩来电的话，请告诉我。我正在等他们的电话。我的会议大概4点钟左右结束。

B : 好的，先生。（电话铃声响）

B : 卡斯特罗先生办公室。我是马歇尔·米勒。

C : 您好，我能否和卡斯特罗先生通话？

B : 不好意思，卡斯特罗先生现在不方便（接电话）。有什么我可以帮您的吗？

C : 不，您帮不了。我必须和卡斯特罗先生讲。

B : 如果您能留下您的姓名和电话号码，我会让他给您回电话的。

C : 我是《面对面杂志》的约翰·泰勒。您能否让他尽快回电话给我？我的号码是890-555-7875。

B : 当然，泰勒先生。我保证他会收到您的留言。

C : 谢谢。

B : 不客气, 再见。(电话再次响起) 您好, 卡斯特罗先生办公室。我是马歇尔·米勒。

D : 您好, 卡斯特罗先生在吗?

B : 对不起, 卡斯特罗先生现在在忙。有什么我可以帮您的吗?

D : 不, 我必须和卡斯特罗先生讲。我是保罗·希恩。告诉他我打过电话并让他回电话给我。

B : 希恩先生, 卡斯特罗先生吩咐过我, 如果是您的电话, 我可以打断他。马上帮您转接给他。

实景对话2

A : Hello, Jiangsu Tools. This is Mei Yuan.How may I help you?

B : May I please speak to Mr.Liu?

A : I'm sorry, Mr. Liu is currently unavailable.Is there something I can help you with?

B : I wanted to speak to Mr. Liu about our order.I don't know if you can help me or not. I wanted to see if our order has been shipped or not.

A : I can connect you with someone in the customer Service Department. Nick Jin should be able to check on your order for you.Would you please hold while I transfer your call?

B : Okay.

A : (Phone rings) Hello, Jiangsu Tools. Mei Yuan speaking.

C : Hello.I would like to speak to Emily Chen.

A : Ms. Chen is unavailable now.Can I take a message for you?

C : This is Linda Li. Please let Emily know I called and have her call me back as soon as she can.

A : Ms. Li, I know Ms.Chen would want to talk to you.I will go ahead and put you through to her direct line.

C : Thank you.

A : 您好，这里是江苏工具。我是袁梅。有什么需要我帮忙的吗？

B : 我能和刘先生通话吗？

A : 对不起，刘先生目前不方便（接电话）。有什么我可以帮您的吗？

B : 我想和刘先生谈谈有关我们的订单的事情。我不知道您能否帮我。我想知道我们的订单是否已经发货。

A : 我可以帮您接通客户服务部的相关人员。尼克·金应该可以帮您查阅您的订单。您能否稍等一下，我把您的电话转过去？

B : 好的。

A : （电话铃响）您好，我是江苏工具的袁梅。

C : 您好，我想和埃米莉·陈通话。

A : 陈女士现在不太方便（接电话）。要我帮您带个口信给她吗？

C : 我是琳达·李。请告诉埃米莉我给她打过电话，让她尽快回复我。

A：李女士，我知道陈女士会愿意和您通话的。我帮您转到她的线上。

C：谢谢。

留言 Taking Messages

没有人能保证24小时不关手机、8个小时都守在座机旁。而人工留言或语音信箱都能保证你在“第二时间”有效收到这些信息。时间就是金钱！（Time is money！）商务沟通中，丢掉的可能不只是一个简单的信息，而是大笔的利润。如下的注意事项和步骤将帮助你获取准确且及时的电话留言。

电话留言要素

- 致电人的姓名；
- 公司名称；
- 致电人的电话号码和分机号；
- 打入电话的日期和时间；
- 希望在收到留言后的回应（回电话，等候第二次打入电话等）

◎I'm sorry, Mr.Erickson isn't here at the moment.May I take a message?

对不起，埃里克森先生现在不在。要我给他捎个口信吗？

◎I can take a message and make sure she gets back to you when she returns to the office.

我可以带口信并且保证她回到办公室就回复您。

◎Would you mind spelling your name for me?

您介意拼写一下您的名字吗？

◎You're calling about the statistical report, is that correct?

您致电是为了统计报告的事情，对吗？

◎Is there a number that Ms.Lawson can reach you back at?

有没有一个电话号码可以让劳森女士联系到您？

◎When would be a good time for Mr.Jenkins to return your call?

詹金斯先生什么时候给您回电话比较合适呢？

◎Who can I tell her called?

我该跟她说来电人是谁呢？

◎Mr.Lester, would you please spell your name for me?

莱斯特先生，您能拼写一下您的名字吗？

◎And what company did you say you were calling from?

您刚才说您是来自哪个公司的？

◎Your phone number is 808-760-2394 , extension 394.Is that correct?

您的号码是808-760-2394，分机号码是394，对吗？

做注明

如果需要越快越好（ASAP=as soon as possible）的回复，就应当在留言中注明。不要把留言随意地扔在他们的办公桌上（just dump it on their desk），而要放在醒目的地方。

☉Mary Smith from In Touch Magazine called.She said it was urgent and to call her back as soon as possible.

来自《感动》杂志的玛丽·史密斯打过电话。她说事情紧急并要您尽快回电。

☉Mark in Accounting needs you to return his call ASAP.He says it's very important that you talk to him before 3 pm today.

财务部的马克要您尽快回电。他说您一定要在今天下午3点之前和他通话。

挂线前要再次确认

用一分钟的时间和来电方确认记录的信息是否准确，拼写是否正确。

☉Just to confirm.You're calling about the auditing report, your number is 898-987-6768. You're calling from McKay Inc.and your name is J-U-D-Y, Judy, M-I-L-L-E-R, Miller.Is that correct?

确认一下。您打电话是关于审计报告的事情，您的号码是898-987-6768，您来自麦凯股份有限公司。您的名字是J-U-D-Y，朱蒂；M-I-L-L-E-R，米勒。对吗？

☉Let me make sure I have this correct.You're calling from Weifeng Machinery Manufacturing for Ms. Tracy.She can reach you back at 0086-1348287791.Is that correct?

我来确认一下我记录的是否正确。您来自伟峰机械制造，要找特雷西女士，她可以打0086-1348287791联系到您。对吗？

签名

如果你是留言记录者，不妨在纸的下方签上你的名字。如果留言对象有什么疑问，可以来问你。

A : Marcy, did you take this message for me this morning?

B : Nope. It was Tony who took the message for you. Look, his name is right there at the bottom of the message. If you have any questions about it, don't ask me. Ask him !

A : 马西，是你早上帮我记的这个留言吗？

B : 不是，是托尼帮你留的。你看，在留言的末端有他的签名。如果你有什么问题，别问我，问他！

总结

留言信息的准确性直接决定信息的有效性，尤其是关键信息，如回电号码和致电人的姓名。信息有误会直接导致联络失效，延误生意。所以应当给予重视。

Words 单词表

cell number 手机号码

confirm 确认

contact 联系方式

contract 合同

correct 正确的

coworker 同事

either 或者，也

fine 好的

office number 办公室号码，公司电话

urgent着急的，紧急的

Phrases 短语表

get back to sb给（某人）回电话

good time快乐时光

I'm calling from (place) 我自/从（某处）打电话

May I please speak to sb?我能否和（某人）通话？

May I take a message?我可以捎个口信吗？

no big deal没什么大不了的

one more time.....再一次.....

reach (someone) at找到某人/联系到某人

return a call回电话

return to the office回到办公室

what did you say you were.....您刚才说您是.....

this is (person) speaking我是.....

speak with sb和.....通话

实景对话1

A : Hello. Thank you for calling McKay Publishing. This is Paula Abernathy speaking. How may I help you?

B : May I please speak to Mr. Erickson?

A : I'm sorry, Mr. Erickson isn't here at the moment. I can take a

message and make sure he gets back to you when he returns to the office.

B : Okay.Please tell him that Bernie Mackey called.

A : Mr. Mackey, would you mind spelling your name for me?

B : B-E-R-N-I-E M-A-C-K-E-Y.

A : Good. Thank you.And what company did you say you were calling from?

B : I'm calling from Benson Books.I wanted to speak with Mr.Erickson about the contract he sent to me last week.

A : When would be a good time for Mr. Erickson to return your call?

B : He can call me back before 5 pm today, or call me tomorrow if he doesn't get back before then.

A : What number can Mr. Erickson reach you at?

B : My office number is 880-989-8976. He can call me there.Or my cell phone number is 880-987-8787. Either one is fine.It's not that urgent, though, if he doesn't get back to me today, no big deal.

A : Let me confirm this with you one more time. Your name is Bernie B-E-

R-N-I-E, Mackey M-A-C-K-E-Y, calling from Benson Books. You would like to speak to Mr.Erickson about the contract he sent you last week.You can be reached at 880-989-8976 , or you cell phone at 880-987-8787.He can call you before 5 pm today or tomorrow.Is that correct?

A：您好，感谢致电麦凯出版社。我是保拉·阿伯内西。有什么我可以帮您的吗？

B：我可以和埃里克森先生通话吗？

A：对不起，埃里克森先生现在不在。我可以带口信并保证他回到办公室就让他回复您。

B：好的。请告诉他伯尼·麦基给他打过电话。

A：麦基先生，您介意拼写一下您的名字吗？

B：B-E-R-N-I-E M-A-C-K-E-Y.

A：好的，谢谢您。还有您刚才说您是来自哪个公司的？

B：我是本森图书公司的。我想和埃里克森先生谈谈关于上周他发给我的合同的事。

A：埃里克森先生什么时候给您回电话比较合适呢？

B：今天下午5点前都可以，如果他5点之前回不来的话，就明天再打给我。

A：通过哪个号码埃里克森先生可以联系到您？

B：我办公室的电话号码是880-989-8976。他可以打这个，或打我的手机，号码是880-987-8787，哪个都行。不是那么着急，如果他今天没办法回复我，没关系的。

A：我跟您再确认一下。您的名字是伯尼：B-E-R-N-I-E；麦基：M-A-C-K-

E-Y。您来自本森图书公司，您想跟埃里克森先生谈有关他上周发的合同的事情。他可以拨打880-989-8976或您的手机880-987-8787联系到您。他可以在今天下午5点钟之前或者明天打给

您。对吗？

实景对话2

A : Ms. Tracy's office.This is Tony Martin.Can I help you?

B : Hello.May I please speak to Ms.Tracy?

A : I'm sorry, Ms. Tracy is unavailable at the moment.May I take a message?

B : Yes, I'm calling from Weifeng Machinery Manufacturing. I need to speak with Ms. Tracy about the order she made two weeks ago.

A : Who can I tell her to contact?

B : My name is Danny Lin. She can call me back, or she can also talk to my coworker Jean Zhao.

A : Is there a number that Ms. Tracy can reach you back at?

B : My number is 0086-1348287791. She can also call me at the office , which is 0086-10876342.

A : Let me make sure I have this correct. You're calling from Weifeng Machinery Manufacturing for Ms. Tracy.She can reach you back at0086-1348287791 or 0086-10876342.She can contact you, Danny Lin or Jean Zhao.And you're calling about her order of two weeks ago.Is that correct?

B : Yes.

A : I will see that Ms. Tracy gets the message.

B : Thank you very much.

A：特雷西女士办公室。我是托尼·马丁。有什么可以帮您的？

B：您好，我能和特雷西女士通话吗？

A：对不起，特雷西女士此刻不方便接听电话。我能否带个口信给她？

B：可以，我是伟峰机械制造。我要和特雷西女士谈谈两周前她下的订单。

A：我该告诉她和谁联系呢？

B：我叫丹尼·林。她可以给我回电话，也可以和我的同事吉恩·赵谈。

A：有没有特雷西女士可以联系到您的电话号码？

B：我的电话号码是0086-1348287791。她也可以打我办公室的电话，号码是0086-10876342。

B：我来确认一下我记录的是否正确。您来自伟峰机械制造，要找特雷西女士。

她可以回电到0086-1348287791或者0086-10876342联系到您。她可以找您，丹尼·林，也可以找吉恩·赵。您打电话是想问她两周前的订单。对吗？

B：是的。

A：我会让特雷西女士看到留言的。

B：非常感谢您。

打电话 Placing a Call

如果你想就公事打电话联络某人，或要与某人在线讨论生意

(business matters) , 那就得学会打商务电话。打商务电话无论何时都应当彬彬有礼 (good manners) , 和睦愉快 (be pleasant) 。你的态度可能直接影响到电话那一端的人对你的部门或公司的印象 (impression) , 所以一定要专业。

自我介绍

自我介绍不仅是出于礼貌 (courteous) , 更是节省时间的要求。如果是熟人之间的电话 , 只用告知姓名就可以了。

☉Hello.This is Susan Smith calling for Mr.O'Hara.Is he available?

您好 , 我是苏珊·史密斯 , 我想和奥哈拉先生通话。他现在方便吗 ?

☉May I please speak to Mr.Xiao?

我能否和肖先生通话 ?

☉I'm calling in regards to the Gilbert account.

我打电话是关于吉尔伯特账目的事情。

☉Could I please speak to someone in the Marketing Department?

我能否和营销部的人通话 ?

☉I'm Kelly Carter calling from Charleston Computers.

我是来自查尔斯顿电脑公司的凯利·卡特。

☉Hi, this is Kelly from Accounting.

您好 , 我是财务部的凯利。

◎It's Mark Mason from Edison Electronics.

我是爱迪生电子的马克·梅森。

◎Hi, I'm Debbie Dickenson.I'm calling from Marblewood Estates.

你好，我是来自大理石房地产的黛比·狄更斯。

确认

确认你的致电对象是否方便接听电话，如果不方便，就试着和他约一个时间再去电话。

◎This is Nancy from reception.Is Mr.Martin available to take a call right now?

我是前台的南茜。马丁先生现在方便接电话吗？

◎May I please speak to Mr.Ortega?If he's not available, when would be a good time to reach him?

我可以和奥尔特加先生通话吗？如果他不方便的话，那什么时间能找到他？

◎I'm calling for Ms.Lopez.Is she available to take my call?

我找一下洛佩斯女士。她现在方便接我的电话吗？

留言

可以通过留言把你的致电目的和联系方式转给你的致电对象。有必要让记录人用他的话（in their own words）重复一下留言内容，确保信息无误。你也可以留言到对方的语音信箱（voice mail）。

◎Can you please repeat back to me the message?

您可否给我重复一遍留言？

◎Can I leave a message for him?

我能否留言给他？

◎I can just leave a message.Can you connect me to his voice mail, please?

我只留个口信，可否请您帮我接到他的语音信箱？

个别情况

作为秘书或助理，在你未完全掌握来电方的目的或事情的紧迫性之前，最好不要直接转给老板。

◎Could you please connect me to extension 530?

请您帮我转接分机号530。

◎May I please speak to Mr.Garcia?I'm returning his phone call.

我能否和加西亚先生通话？我是给他回电话的。

◎I have Mr.Lopez on the line for Mr.Stevens.Is Mr.Stevens available to take this call?It's rather urgent.

洛佩斯女士要找史蒂文斯先生，史蒂文斯先生现在方便接听电话吗？事情有些紧急。

结束通话

在融洽的气氛中（pleasant note）结束通话。感谢另一方给予的时间，（如果必要）预约另外的通话时间，并祝愿他有美好的一天。

◎Thank you very much for your help.

感谢您的帮助。

☉Thank you, have a nice day.

谢谢您，祝您度过快乐的一天。

☉Please have Mr.Lopez return my call.Thank you.

请让洛佩斯先生回电话给我。谢谢您。

总结

通话过程能反映个人修养或所在公司的形象。彬彬有礼地表达要求或提供信息，可以请求别人转接电话或转达留言。挂电话之前不要忘记祝福对方。

Words 单词表

accounting会计，会计学

billing账单，开票

certainly当然，一定

client客户

handle处理

hold持有；保持

important重要

interrupt打断；中断

matter无论，不管

payment支付

reception接待，前台

repeat重复，反复

Phrases 短语表

at a later time以后，后来

call (sb) back回电（某人）

dial an extension拨打分机

hard to say很难说

discuss (a/the) matter讨论（这个/某个）问题

have a chance有机会

hear so much about (sb) 久仰（某人），听说了很多关于（某人）

hold all calls不接进所有的电话，应对所有的来电

How can I help you?我怎样才能帮您？

in regards to关于，有关

on a contract basis以合约的形式

receive payment收到付款

repeat back to (sb) 向（某人）重复

return a call回电话

right at the moment正在此刻

take (sb's) call接（某人的）电话

talk about谈及

thank you for calling感谢致电

under contract依据合同

实景对话1

A : Good Morning. Thank you for calling O'Hara International.This is Lisa Cooper. May I help you?

B : Hello. This is Susan Smith calling for Mr.O'Hara.Is he available?

A : I'm sorry, Mr. O'Hara is currently unavailable.Is there something I can do for you?

B : Well, if Mr. O'Hara can't take my call, could I speak with someone in the Accounting Department?

A : Certainly, I can transfer you now. Please hold. (Transfers the call)

C : Accounting, this is Val speaking.How can I help you?

B : Hi, Val. This is Susan Smith calling from Charleston Computers.I'm calling in regards to the Gilbert account. We did some work for O'Hara on a contract basis, and we have yet to receive payment.

C : Oh. Lincoln Lopez handles all the billing and payment for work done under contract. You'll need to discuss the matter with him.Unfortunately, he is not available to take your call right at the moment.

B : Can I leave a message for Mr. Lopez then?Please let him

know that I called and have him call me back at 8765-8788.

C : Certainly.

B : Would you mind repeating back the message to me?

C : Okay. Susan Smith calling about the Gilbert account. Please return her call at 8765-8788.

B : Please have Mr. Lopez return my call. Thank you.

A : 早上好，感谢致电奥哈拉国际。我是丽莎·库珀。有什么需要帮忙的吗？

B : 您好，我是苏珊·史密斯，我想和奥哈拉先生通话。他现在方便吗？

A : 对不起，奥哈拉先生此刻不方便接听电话。有什么我可以帮忙的吗？

B : 如果奥哈拉先生不方便接电话的话，我能和财务部的人通话吗？

A : 当然，我现在就为您转。请稍等。（转电话）

C : 财务部，我是瓦尔。有什么可以帮您的？

B : 您好，瓦尔。我是查尔斯顿电脑公司的苏珊·史密斯。我打电话是关于吉尔伯特账目的事情。依据合同，我们为奥哈拉做了一些工作，但是还没有收到付款。

C : 哦，林肯·洛佩斯负责所有依据合同的业务的账单支付。您得和他谈这个问题。不巧的是，他这会儿不方便接听您的电话。

B : 我能留言给洛佩斯先生吗？请您告诉他我给他打过电话，让他回电到8765-8788这个号码。

C : 好的。

B : 您能否重复一下我刚才的留言内容 ?

C : 好的。苏珊·史密斯就吉尔伯特账单的事情打过电话。回电号码是8765-8788。

B : 请一定让洛佩斯先生回电话给我 , 谢谢您。

实景对话2

A : Hello. Mr.Martin's Desk.This is Judy.

B : Hi, Judy. This is Nancy from reception.Is Mr.Martin available to take a call right now?

A : He's in a meeting with a client. Is it important?

B : I have Mr. Stevens on the line for Mr.Martin.Can Mr.Martin take this call?It's rather urgent.

A : I was told hold all of Mr. Martin's calls and not interrupt this meeting.I'm sorry. Can you leave a message?I can have Mr.Martin call Mr.Stevens back as soon as his client leaves.

B : Okay. (To caller on hold) I'm sorry, Mr. Stevens, Mr.Martin is meeting with a client at the moment. Would you like to leave a message?Mr.Martin can return your call as soon as he is available.

C : Hmm.....If he's not available now, when would be a good time to reach him?

B : It's difficult to say how long his meeting will last. Let me take down your number and have him get back to you.....

C : I can just leave a message on his voice mail. Could you connect me , please?

B : No problem. If you wish to call back at a later time, you can dial extension 530.

C : Thanks for your help.

B : You're welcome, have a nice day.

A : 您好，马丁先生办公室，我是朱蒂。

B : 您好，朱蒂。我是前台的南茜。马丁先生现在方便接电话吗？

A : 他正在会见一个客户。有很重要的事情吗？

B : 史蒂文斯先生打电话找马丁先生。他能接电话吗？非常着急的事情。

A : 他指派我应对所有的来电，就是为了不打扰该会议。对不起。您能留个口信吗？我可以让马丁先生在送走客户后立刻回电给史蒂文斯先生。

B : 好的。（转至来电方）对不起，史蒂文斯先生，马丁先生此刻正在会见一个客户。您能否留个口信？马丁先生一有空马上会给您回电。

C : 嗯.....如果他现在不方便的话，那什么时间方便找他？

B : 现在很难说会议会持续多久。我记下您的电话，我会让他给您回电话.....

C : 我只需要留个口信。请您帮我接到他的语音信箱。

B : 没问题。如果您想过一会儿再打电话，您可以拨打分机号

530。

C：感谢您的帮助。

B：不客气，祝您有美好的一天。

转接电话 Transferring Calls

没有人能保证每个电话都能接到要找的呼叫对象，也很难保证不错过接听电话。如果有人转接，这两种情况都可以避免。电话可能转接到要找的人，也可能接到相关的同事，或者语音信箱。

礼貌

无论转电话或者将来电临时挂起，都要以礼相待（courtesy）。在转电话之前先要问：“您是否愿意我帮您转到（like to be transferred）……？”

⊙I'm sorry, Mr.Garcia is not in at the moment.Can I transfer you to hisvoice mail?

对不起，加西亚先生现在不在。要我把您的电话转到他的语音信箱吗？

⊙Please hold while I transfer you to the Customer Service Department.

我把您的电话转给客户服务部，请稍候。

⊙Ms.Kerry is available to take your call.I can transfer you to her private line.

克里女士现在方便接听您的电话，我可以把您的电话转到她的专线。

⊙Let me transfer you now.

我现在就帮您转。

⊙If you like, I can transfer you to a technician.

如果您愿意，我可以把电话转给一个技术人员。

⊙Mr.Samuels is currently on the other line.Would you like to hold?Or I can transfer you to his voice mail?

塞缪尔斯先生正在接听别的电话。您愿意稍等一下吗？或者我帮您转到他的语音信箱？

⊙Would you like me to transfer you to the Billing Department?

我可以把您的电话转到结算部吗？

⊙Can I transfer you?

我能转您的电话吗？

提供号码

如果来电者同意转电话，你要告诉他那个相应的电话号码，以防（in case）电话被转后没有接通，也可以为来电者的下次来电提供直拨号码。

⊙I can transfer you to Ms.Staple's desk now.Her extension is 880.

我现在可以把您的电话转到斯特普尔女士的办公桌那里，她的分机号码是880。

⊙I will transfer you to Mr.Jeffrey's number now.His direct number is 8876-8766.

我现在把您的电话转到杰弗里先生那里。他的号码是8876-8766。

要等线路转接成功后再挂断。

A : I will transfer you to Mr. Jeffery's number now.

B : Thank you !

C : Hello, Jim Jeffery. (A hangs up the line)

A : 我马上把您的电话转到贾弗里先生那里。

B : 谢谢您。

C : 您好 , (我是) 吉姆·贾弗里。 (A挂断电话)

再转电话

如果一个电话被转遍整个公司还没有找到合适的人 , 你不妨记下来电者的姓名和号码 , 在找到合适人选 (appropriate person) 后再回电话给他。

A : I can transfer you to the Billing Department.

B : I called Billing first ! They transferred me to the Accounting Department , who transferred me to Finance, who then transferred me to you. Isn't there anyone who can help me?

A : I'm sorry for your frustration, Sir. Let me take your contact information and understand your situation better. I will find out who the best person to help you is and have that person call you back.

A : 我可以把您的电话转给结算部。

B : 我最开始打给了结算部 , 他们把我的电话转给了会计部 , 会

计部又把我的电话转给了财务部，财务部又把电话转给了你。你们就没有人可以帮我吗？

A：对于您的烦恼，我深表歉意。让我记录下您的联系信息，更多地了解一下您的情况。我会找到帮助您的最佳人选，并让他回电话给您。

总结

在现代社会，信息就是商机，错过一个电话导致错失一次挣钱机会的例子屡见不鲜，转接电话能避免这种情况。在转电话的过程中要有耐心，且保持礼貌，充分理解来电者的意愿，做到转接准确。没有人愿意像皮球一样被踢来踢去。

Words 单词表

accounting会计，财务

already已经

amount数量，数额

billing账单

customer service客户服务

department部门

extension扩展；延期

pay支付

product产品

service服务

situation情况，状况

specification规格，规范

still仍然

technician技术人员，技师

Phrases 短语表

be interested in对.....感兴趣

best person to help最合适实施帮助的人

call (sb) back给 (某人) 回电话

contact information联系方式信息

direct a call直接通话

hang up挂断

have (sb do sth) 让 (某人做某事)

have a problem with (sth) 在 (某事上) 有问题

have a question about (sth) 对于 (某事) 有疑问/问题

if you like如果你愿意，如果你喜欢

in particular特别是，尤其是

Is that alright?还好吗？

private line专线

reach sb联系到 (某人) ，找到 (某人)

receive a bill收到账单

should be able to应该能够/应该可以

some kind of某种

take (sb's) contact information得到 (某人) 的联系信息

you guys各位 , 你们

实景对话1

A : Hello, Pratt Broadcasting. This is Macy Gordan.How may I direct your call?

B : Well, I had a question about a bill I received from your company.....

A : Would you like me to transfer you to the Billing Department?

B : I suppose so.....

A : Please hold while I transfer you.

C : Billing, this is Maggie. (A hangs up the line)

B : Hi, I have a question about a bill I received. I already paid the amount , but I still have a bill from you guys.

C : We can't answer any questions about bills that have already been paid.

I will need to transfer you to the Accounting Department. Is that alright?They should be able to help you.

B : Okay.

D : Hello, this is Accounting. Patty speaking. (C hangs up the

line)

B : I want to ask about a bill I received after I'd already paid the amount.

There's some kind of problem with my service.....

D : If you have a problem with your service, you should talk to Customer Service. Please hold while I transfer you to the Customer Service Department.

B : But.....

E : Customer Service. This is Mary.How can I help you?

B : Yes. I have a problem with my bill.....

E : I can transfer you to the Billing Department.

B : I called Billing first ! They transferred me to the Accounting Department , who then transferred me to you. Isn't there anyone who can help me?

E : I'm sorry for your frustration, Sir. Let me take your contact information and understand your situation better. I will find out who is the best person to help you and have that person call you back.

A : 您好，普拉特广播公司。我是梅西·戈登。您要接哪里？

B : 啊，我从贵公司收到的一份账单.....

A : 您愿意我把您的电话转到结算部吗？

B : 我想可以.....

A : 请稍等，我帮您转。

C：结算部，我是玛吉。（A挂断电话）

B：您好，是关于我收到的一份账单。我已经付过款了，可你们又给我发了一份账单。

C：我们无法回答任何已支付的账单的问题。我把您的电话转给财会部，可以吗？他们应该可以帮到您。

B：好的。

D：您好，我是财会部的帕蒂。（C挂断电话）

B：我想问一份账单，这份账单，我已经付过了，可你们又发了一份给我。你们的服务是不是有什么问题.....

D：关于服务的问题，您应该和客户服务部谈。请稍等，我把您的电话转到客户服务部。

B：但是.....

E：客户服务部。我是玛丽。有什么可以帮助您的吗？

B：是的。我有一个问题是关于我的账单.....

E：我可以把您的电话转给结算部。

B：我最开始打给了结算部，他们把我的电话转给财会部，财会部又把我的电话转给了你，你们就没有人可以帮我吗？

E：先生，对于您的烦恼，我深表歉意。让我记下您的联系信息，更多地了解一下您的情况。我会找到帮助您的最佳人选，并让他回电话给您。

实景对话2

A：Megatron Electronics. This is Ya Ping speaking. How may I help you?

B : Is Mr.Zhang available?

A : Are you calling for Mr. Xiaoping Zhang?I'm sorry.Mr.Zhang is not in at the moment. Can I transfer you to his voice mail?

B : I was hoping to talk to Mr. Zhang, but maybe there is someone else who could help me. I wanted to ask about the specifications on some of your products.....

A : If you like, I can transfer you to a technician.

B : That would be great ! Thank you.

A : Ms. Han, one of our technicians, is available to take your call.I can transfer you to her private line.

B : Can you tell me her number so I can reach her again next time?

A : Yes. Ms.Han's extension is 880.Let me transfer you now.

C : Technical Department, this is Linda Han. (A hangs up)

B : Hi, Linda, my name is Jeffery Wu. I wanted to ask about the specifications of some of your products. I was told you could help me.

C : Certainly.Which particular products are you interested in?

A : 麦加登电子，我是亚萍。有什么可以帮您的吗？

B : 张先生方便接电话吗？

A : 您是想找张小平先生吗？对不起，张先生现在不在。要我把您的电话转到他的语音信箱吗？

B : 我本来想和张先生谈的，但是，也许你们别的什么人也可以

帮助我。我是想问些有关你们产品规格的一些情况.....

A：如果您愿意，我可以把电话转给技术人员。

B：那太好了！谢谢您。

A：韩小姐是我们的技术人员之一，她现在方便接听您的电话。
我可以把您的电话转到她的专线。

B：您能否告诉我她的号码？这样我下次可以直接联系她。

A：好的。她的分机号是880。我现在就帮您转。

C：技术部，我是琳达·韩。（A挂断电话）

B：您好，琳达。我是贾弗里·吴。我想咨询一下你们有关产品的规格。他们说您可以帮助我。

C：是的。您对哪些产品感兴趣呢？

十项全能之五 熟悉办公事务 IntheOffice

通知 Making Announcements

日常工作中，通知屡见不鲜（common occurrence）。通知的种类繁多，包括会议通知、会议更改通知、节假日和聚会（holidays and parties）通知、领导层（leadership）变动通知等。

无论是哪种通知，都应该做到信息准确。在发放通知前应和相关人士反复核对通知内容。

⊙As of November 25, 2008, working hours for employees will be changed to begin at 9 am.

自2008年11月25日起，员工的工作时间从早上9点开始。

⊙We are pleased to announce an extended vacation schedule.

我们很高兴地通知大家假期延长了。

⊙Our holiday party will be held on December 22.

我们的假日聚会安排在12月22日。

⊙Please RSVP by November 22.

请在11月22日前答复确认。

⊙New overtime pay policies will begin from Saturday, July 25th. For more details, please contact Human Resources.

新加班费政策将于7月25日（周六）起开始执行。想了解更多内容，请和人力资源部联络。

⊙We'd like to announce some changes to management.

我们想通知一些有关领导层变动的情况。

⊙Our office will be relocated to a new building, beginning from June 17th. 我们的办公室将于6月17日迁至新的办公大楼。

会议通知

⊙The next staff meeting will be held on Wednesday, October 5, at 10:00am.

下一次员工大会将于10月5日周三上午10点召开。

⊙The meeting will feature three guest speakers.

将有3位嘉宾出席会议。

⊙Refreshments will be offered at the meeting.

会议将提供茶点。

⊙Attendance is mandatory for all staff.

所有员工都必须出席。

⊙Please see the bulletin board in the employee lounge for a complete list of upcoming meetings.

请参阅张贴在员工休息室布告栏的那个将召开会议的列表。

⊙If you have any questions about the meeting agenda, please see me.

如果你对会议的议程有什么疑问，请来找我。

会议更改通知

⊙Please note that the upcoming staff meeting has been rescheduled.

请注意，即将召开的员工大会改时间了。

⊙The meeting will now be held on Monday, January 10th, at 2 : 00 pm.现决定会议将于1月10日周一下午2点召开。

⊙Please note that the May 14th marketing meeting has been moved to May 18th.

请注意，原定于5月14日的营销会议已改至5月18日举行。

⊙Due to a scheduling conflict, Tuesday's meeting has been postponed until next week.

由于时间安排有冲突，周二的会议推迟到下周召开了。

⊙The new date and time for the meeting will be announced next Monday.

会议的召开日期和时间将于下周一公布。

通知节假日和聚会

⊙We are pleased to announce that all employees will be given an extra two days of vacation.

我们很高兴地通知大家，所有员工将额外放假两天。

⊙We've decided to award holiday paid leave for all full-time employees.

我们决定给所有全职员工带薪休假的奖励。

⊙Our holiday party will be held on December 20th from 5 : 00 to 8 : 00 pm at the Renata Hotel.

我们的节日聚会将于12月20日下午5点到8点在雷纳塔酒店举行。

领导层变动通知

⊙We are pleased to announce the appointment of Guo LingMei as our new director of finance.

我们很高兴地通知，郭灵梅被任命为我们的新财务主管。

⊙Effective immediately, our new technology consultant is Brenda Lin.

即日起，布伦达·林为我们的新技术顾问。

⊙As of June 24, 2009, Wesley Williams will be in charge of all Human Resources Department issues.

自2009年6月24日起，韦斯利·威廉斯将负责人力资源部的所有事宜。

⊙We appreciate all the work that Sophia has done for us, and send her off with a great vote of thanks !

我们很感激索菲亚为我们所做的一切，让我们一起用诚挚的感谢来欢送她！

总结

通知应做到简洁明朗，信息点到为止。领导层变动通知，要指明生效时间。

Words 单词表

begin开始

bulletin board公告栏

consultant顾问，咨询人员

contact联系信息

detail细节

directly直接

especially特别，尤其

human resources人力资源

issues问题

management管理

mandatory强制的，强制性的

memo备忘录，备注

overtime pay加班费，超时费

pessimistic悲观

policy政策，方针

postpone推迟

relocate迁移

reschedule重新安排

technology技术

Phrases 短语表

a bit一点

as of从.....起，在.....时

effective immediately当即生效

for a minute一下，一会儿，片刻

good news好消息

have (sb's) attention请（某人）注意

hear about获悉，听说

heard of听说过

in charge of负责

keep track of (sth) 保持对.....的联系

make policy发表/拟定方针政策

new guy新家伙

or else否则，要不然

sleeping in late睡得很晚

good thing I (did sth) 好在/幸亏我（做了某事）

speak up大声说

supposed to (do sth) 应该（做某事）

what's what是什么是什么

working hours工作时间，运行时间

实景对话1

A : There are so many changes going on around here, it's hard to keep track of what's what !

B : What do you mean?I haven't heard of that many changes. The only thing I heard about was that there was a change about the time we are supposed to come to work. I saw the memo this morning.“As of November 25 , 2008 , working hours for employees will be changed to begin at 9 am.”So much for sleeping in late !

A : Haven't you also heard about the new overtime pay polices, scheduled to begin from November 25th ?They say to contact Human Resources for more details. So it can't be good, or else they would have told us directly.

B : Why be so pessimistic.It might be good.

A : You're right. Change is good, sometimes.Especially the changes to management.

B : What changes to management?

A : You didn't see that memo?Here, let me read it to you.“Effective immediately, our new technology consultant is Brenda Lin. As of November 24 , Wesley Williams will replace Martin Ma in charge of all Human Resources Department issues.”

B : Wow.....maybe that's why there are so many changes—a new guy's making the policies.

A : And one more important one you should know about..... Our office will be relocated to a new building, beginning from November 15th .

B : November 15th ?That's tomorrow !

A : Good thing I told you about it !

A : 这里竟然有这么多的变动，很难让人了解什么是？

B : 你是什么意思？我没有听说有很多地更改。我唯一听说的调整是我们的工作时间。我今天早上看备忘录上写着“从2008年11月25日起，员工的工作时间从早上9点开始”。再也不能睡懒觉了！

A : 你没有听说有关新加班费政策将从11月25日起执行的消息吗？他们说详情要和人力资源部联络。所以估计不是好消息，要不然他们就直接告诉我们了。

B : 为什么那么悲观？也许是好的呢。

A : 你是对的，改变有时候也是好的。尤其是管理层的改变。

B : 管理层有什么变动吗？

A : 你没有看那个备忘录吗？在这儿，我读给你听听：“从即日起，新的技术顾问为布伦达·林。从11月24日起，韦斯利·威廉斯将取代马丁·马负责人力资源部。”

B : 哇……也许正因为如此才有这么多的调整——新官上任三把火。

A : 还有一件你应该知道的非常重要的事是关于……从11月15日起，我们的办公室将迁到新楼。

B : 11月15日？那就是明天啊！

A : 幸亏我告诉你了。

实景对话2

A : Can I have everyone's attention for a minute? I have some announcements to make.

B : I don't think they heard you, you need to speak a bit louder.

A : Hello ! Everyone ! Can I have your attention please?I have something to announce. The next staff meeting will be held on Wednesday, December 15th , at 10 : 00 am.

C : Wasn't it supposed to be held tomorrow afternoon?

A : Due to a scheduling conflict, the meeting was postponed and rescheduled. The meeting will feature three guest speakers.The meeting is mandatory for all staff.

(Collective groan)

A : Now, now. Please see the bulletin board in the employee lounge for a complete list of upcoming meetings. If you have any questions about the meeting agenda, please see me.

B : Anything else, boss?

A : Yes, one more thing. Here's some better news.We are pleased to announce that all employees will be given an extra two days of vacation.

We've decided to award holiday paid leave for all full-time employees. (Collective cheering)

A : And one more thing. Our holiday party will be held on December 20th from 5 : 00 to 8 : 00 pm at the Renata Hotel.

A : 请各位注意一下，我有些事情要通知。

B : 我想他们没有听见您说的话，您声音再大点。

A : 嗨！各位！请听我说。我有些事情要宣布。下一次员工大会将于12月15日周三上午10点召开。

C：不是说明天下午召开吗？

A：由于时间安排有冲突，推迟了这次会议，并重做安排了。该会议将有3位嘉宾出席，所有员工都必须出席。（埋怨声）

A：现在，请参阅张贴在员工休息室公告栏中的那个临近会议列表。对于会议的议程有什么问题，请来找我。

B：还有别的事情吗，老板？

A：是的，还有一件事，是个比较好的消息。我们很高兴地通知大家，所有员工将额外放假两天。我们决定给所有全职员工带薪休假的奖励。（集体欢呼）

A：还有件事，我们的节日聚会将于12月20日下午5点到8点在雷纳塔酒店举行。

转达信息 Conveying Information

不论在工作中还是在日常生活中，有效转述信息的技巧（skill）都有着非常重要的意义。清晰无误地转达信息并且渴望与人共享是正确转达的前提。

转达信息时，首先要向对方说明信息的来源。

⊙Let me share the message I received from headquarters.

我告诉你一条从总部那里得到的信息。

⊙According to what I was told.....

据我所知.....

⊙I received notice from our department head that.....

我从部门领导那里得到消息.....

⊙The engineering staff reported to me that.....

工程人员向我报告说.....

⊙That's not what I heard from Mr.Pratt.He told me.....

我从普拉特先生那里听到的可不是这样。他告诉我说.....

⊙I was told that.....

我知道.....

方式

根据沟通的目的（purpose）、信息的紧迫性（urgency）和听众的倾向性来决定转达信息的方式。

⊙I know this might be a difficult message to receive, but I have to let you know what I was told by.....

我知道这个信息对你来说有些难以接受，但是我必须让你知道，有人告知我.....

⊙I'm sure everyone will be happy to hear the news I received from the boss that.....

我从老板那里知道了这个消息，我肯定大家听了都会非常高兴.....

⊙I am pleased to pass along the information that.....

我很高兴地告诉大家.....的信息。

⊙Let me make an announcement that everyone will be surprised to hear—

this comes straight from the top people.

我通知大家一个直接来自领导层的惊人消息。

⊙I need to let you all know what the people on top have been saying.

我要让大家都知道当时领导是怎么说的。

⊙Let me convey the concern and appreciation for you from the folks back home.

我来转达一下家里的伙伴们对您的关心和感激。

语言

减少听众的理解障碍（minimize barriers），尽量使用平实（simple language）准确的语言。

⊙Mr.Harris told me specifically, the deadline on the project is two weeks from today.

哈里斯先生明确地告诉我，项目时限是从今天开始算的两周时间。

⊙Headquarters said they need the reports by this afternoon.

领导们说下午他们要拿到报告。

⊙The department head told me to tell you that he wants to see you at his office.

部门领导让我告诉你，他想在他的办公室里见你。

⊙Mr.Young said he was pleased with our efforts.

杨先生说他对我们的努力非常满意。

⊙Mr.Jackson said, and I quote, “You are the best!”

引述杰克逊先生的话就是：“你们是最棒的！”

反馈

从听众那里寻求反馈（feedback），以确认他们收到的信息无误。

A : Word from the stockholders is that we are not approved to go forward on this project. Understand?

B : So that means we can't do anything?

A : No, we can still work on some other projects, but the marketing project is on hold for now.

A : 股东们说我们这个项目没有获批。明白了吗？

B : 那意思是说我们什么都做不了了？

A : 不，我们仍然可以做别的项目，只是营销规划暂时被搁置了。

A : The department head told me that he wants to see you in his office rightaway. Got it?

B : So he's upset, then?

A : No, he's not upset. He's just running late and wants to meet with you before he goes off to his afternoon meeting.

A : 部门领导告诉我说，他现在就想在他的办公室里立刻见到你。明白吗？

B : 他有些心烦意乱，是吗？

A : 不，他没有。他快迟到了，他想在下午去开会之前见你一面。

总结

“转述”就是在两者间传话，以便彼此了解对方的想法。转述要做到信息准确完整、目的表达到位、语言清晰易懂。同时，还要通过反馈来确认信息是否传达正确。

Words 单词表

appreciation赏析；感激

board (of directors) 董事会（领导层的）

bonus奖金，红利，补贴

deny否认，拒绝

disappointed失望的

engineering工程；工程学

excitement兴奋，激动

executive assistant行政助理

feasible切实可行的

funding资助

generous慷慨的，大方的

headquarters总部的，总公司的

implement实施；完成

marketing营销

quote引用，引述

review 复审，检查

staff 职员，全体职工

upset 使烦恼，使心烦意乱

Phrases 短语表

Are you serious? 你是认真的吗？

at this time.....在这个时候.....

by the way 顺便说一句

have to 不得不，必须

be impressed by (sth) 对（某事）印象深刻

from a (particular) standpoint 从（特别的）角度

from a (particular) viewpoint 从（特别的）观点

have funding (for sth) （对于某事）的资金

let (sb) know 让（某人）知道

people on top 领导层

project plans 项目计划

receive (a message) 接受（某信息）

report to (sb) 向（某人）报告

right away 马上，立即

run late 赶不上，迟到

share (a message) 共享 (信息)

实景对话1

A : Let me share the message I received from headquarters. I know this might be a difficult message to receive, but I have to let you know what I was told by the board that they have reviewed our marketing project plans and the plans have been denied.

B : Denied?What does that mean?Why did they deny it?We worked so hard on those !

A : I knew you'd be disappointed. According to what I was told, the board was impressed by the project plans, but felt that it wouldn't be feasible to implement at this time.

C : That's not what I heard from Mr. Pratt, the executive assistant to the CEO. He told me that the plans were denied because they don't have funding for it.

A : Well, I think that may be true as well. The engineering staff reported to me that the project was feasible from an engineering viewpoint. But I wastold that from a financial standpoint, the money is not available.

C : By the way, the department head told me that he wants to see you in his office right away. Got it?

A : So he's upset, then?

C : No, he's not upset. He's just running late and wants to meet with you before he goes off to his afternoon meeting.

A : 让我来分享一条从总部那里得到的信息。我知道这个消息对你来说有些难以接受，但是我必须让你知道，董事会告知我，我们的

营销项目计划已经被审阅了，但是被否决了。

B：否决了？什么意思？他们为什么要否决？我们付出了那么多！

A：我就知道你会很失望的。据我所知，董事会对这个项目印象很好，但是觉得现在执行是不可行的。

C：我从总裁行政助理普拉特先生那里听到的可不是这样。他告诉我，项目被否是因为他们没有投入的资金。

A：我想那可能是真的。工程人员向我报告说，这个项目从工程学的角度来说，是可行的。但从财务角度来说，现在没钱。

C：顺便说一句，部门领导让你马上去他的办公室见他，明白吗？

A：他有些心烦意乱，是吗？

C：不，他没有。他只是快迟到了，想在下午去开会之前见你一面。

实景对话2

A：Can I get everyone's attention for a moment, please? Let me make an announcement that everyone will be surprised to hear—this comes straight from the top people.

B：What's going on? What's all the excitement about?

A：I'm sure everyone will be happy to hear the news I received from the boss that we will all be receiving a special bonus at the end of the month.

C：A bonus? What kind of bonus?

A : I am pleased to pass along the information that our sales numbers have been record high, as have been our customer service scores. So as a special thank you, the company will be giving you each a\$500 bonus this month.

B : Are you serious?That's great !

A : I need to let you all know what the people on top have been saying. Mr.

Young said that he was pleased with our efforts. Mr.Kellogg wanted to convey his concern and appreciation for you.Mr.Jackson said, and I quote , “You are the best ! ”

B : That's the first time they've been so generous. Let's hope they start a new trend.

A : Well, that's about it. But just let me convey the appreciation the folks in the corporate offices have for all of you.

A : 大家请注意。我通知大家一个来自领导层的惊人消息。

B : 怎么了？有什么值得兴奋的消息？

A : 我肯定大家都会很乐意听到我刚从老板那里获得的消息，我们会在这个月底得到一笔特别的奖金。

C : 奖金？什么奖金？

A : 我很高兴地告诉大家：客户肯定了我们的服务，且我们的销售业绩突破新高。因此公司决定在本月给每人发500美元的奖金，作为特别的感谢。

B : 你说的是真的吗？那太好了！

A : 我要让大家都知道当时领导是怎么说的。杨先生说他对我们

的努力非常满意。凯洛格希望转达他对大家的关心和赞赏。杰克逊先生是这么说的，我要引述他的原话：“你们是最棒的！”

B：他们第一次这么慷慨。真希望就此开始一个新局面。

A：就是这样。我就是转达一下公司办公室的那帮人对大家伙的赞赏。

确认 Making Confirmations

在日常生活中，“确认”不仅起着提示双方、避免遗忘疏忽的作用，还可以利用这个程序对信息进行更新、补充和完善。

确认信息

可以确认的不仅仅是“预约”或者计划会议，还可以确认航班、饭店等旅行信息（travel information）。

⊙I'm calling to confirm our appointment tomorrow afternoon at 4 pm. Is this time still convenient for you?

我打电话是想确认我们在明天下午4点的会面。这个时间您方便吗？

⊙Could you please confirm your address for me?

请您帮我确认一下您的地址，可以吗？

⊙If you don't mind, let me confirm one more time. Your telephone number is 901-555-9853, correct?

如果您不介意的话，让我再确认一次。您的电话号码是901-555-9853，对吗？

⊙So that's next Monday at 8 am for our meeting, right?

所以我们的会议定在下周一早上8点，对吗？

⊙The flight is scheduled to leave at 4 : 55 pm, correct?

航班下午4：55起飞，对吗？

⊙Just to be clear, our order is to be delivered by July 23 , am I right?

再确认一下，我们的订单是在7月23日发货，对吗？

⊙The discount you are offering us is 4% , right?

您给我们的折扣是4%，对吗？

礼仪规则

确认要在前一天（a day in advance）进行。如果有变动，这个时候就应该明确提出。别提前三天就打电话（有些变化不可预知），或者当天才打，这会让人觉得你组织不力。确认电话要礼貌、简短，要感谢对方抽出时间来帮你确认信息。

⊙I'm calling to confirm my meeting tomorrow with Ms.Goldberg.

我打电话是想确认一下明天我和戈德堡女士会面的事。

⊙Is Mr.Thomas still available to meet with me tomorrow afternoon at 2 pm?

托马斯先生还方便明天下午两点和我见面吗？

⊙I have a job interview scheduled for tomorrow morning at 10 am.I'm just calling to confirm the time.

我的求职面试约在明天上午的10点，我想确认一下。

⊙Will you still be able to make your appointment with us tomorrow at

4 : 30?

您是否依然能够如期出席明天4 : 30与我们的会面？

电话确认

如果你对自己的听力缺乏信心，那么就不要嫌麻烦，核对一下相关的名称拼写、电话、地址等信息。

⊙Would you mind spelling your name for me, Mr.Lewis?Thank you.

您是否介意拼写一下您的名字，刘易斯先生？谢谢您。

⊙So that's Jerome Lewis, J-E-R-O-M-E L-E-W-I-S, correct?

所以是杰罗姆·刘易斯先生，J-E-R-O-M-E L-E-W-I-S，对吗？

⊙Let me confirm quickly, your number is 703-746-3432?

我简短地再确认一下，您的号码是703-746-3432，对吗？

⊙Can you confirm your address for me?Is it 109 Jefferson Avenue?Do you have apartment number?

您能否确认一下您的地址？是杰弗森大街109号吗？您有固定电话吗？

出行确认

出行前应该提前一个星期确认机票。在确认的过程中，你要确保航班信息（flight information）无误，说明你要求的特殊服务、特别的位置、特殊的医疗照顾等。你可以打电话到航空公司、访问网站或者亲自（in person）前往航空公司确认。

⊙I'd like to confirm my flight.

我想确认一下我的航班。

⊙My flight number is NH109, leaving from New York to Beijing.

我的航班号码是NH109，是从纽约飞往北京的。

⊙I would like to request an aisle seat, if possible.

如果有可能，我想要一个靠近过道的位置。

总结

繁杂的工作让人头晕目眩，在这种情况下，很容易把某个约定丢到脑后。确认预约不仅可以避免遗忘，还可以帮您赢得专业声誉。“确认信息”同时也是补充、更新信息的过程，能让您的活动更加有效。

Words 单词表

address地址

apartment部门

appreciate欣赏

confirm确认

correct正确的

current当前的

interview面试

move感动；移动

quickly迅速地

schedule时间表

spell拼写

still仍然

update更新

Phrases 短语表

client information客户信息

have (sb's) name知道 (某人) 的名字

if that's alright如果没问题

if you like如果您愿意

in the office在办公室里

make an appointment预约

no problem没问题

on file存档，有案可查

zip code邮政编码

take a look看一下

(time) sharp准时

with a client见客户，和客户会面

yep是的 (口)

实景对话1

A : Hello, Truman Consulting. How may I help you?

B : Good afternoon. I'm calling to confirm my meeting tomorrow with Ms.

Goldberg. Is she in the office now?

A : I'm sorry. Ms.Goldberg is with a client now.I can take a look at her schedule and confirm your appointment for you, if you like.

B : Thank you, I would appreciate it.

A : May I have your name?

B : Oh, yes. My name is Jerome Lewis.

A : Would you mind spelling your name for me, Mr. Lewis?

B : No problem.J-E-R-O-M-E L-E-W-I-S.

A : So that's Jerome Lewis, J-E-R-O-M-E L-E-W-I-S, correct?And what time was your appointment with Ms. Goldberg tomorrow?

B : Yes, that's correct. I have a job interview scheduled for tomorrow morning at 10 am.

A : Mr. Lewis, I see your interview is scheduled for tomorrow morning at 10

am sharp. Is there anything else I can help you with?

B : No, thank you very much for your help. I appreciate it !

A : 您好，杜鲁门咨询公司。有什么可以帮您的吗？

B：下午好。我打电话是想确认一下明天我和戈德堡女士会面的事。她现在在办公室吗？

A：对不起，她正在见客户。如果您愿意，我可以看一下她的日程并确认您的预约。

B：谢谢。我很感激。

A：您怎么称呼？

B：哦，我叫杰罗姆·刘易斯。

A：您是否介意拼写一下您的名字，刘易斯先生？

B：没问题。

J-E-R-O-M-E L-E-W-I-S。

A：是杰罗姆·刘易斯先生，J-E-R-O-M-E L-E-W-I-S，对吗？您和戈德堡女士约在明天什么时间？

B：没错。我的求职面试约在明天上午的10点。

A：刘易斯先生，我已经看到您的面试被安排在明天上午的10点整。还有别的什么需要帮忙的吗？

B：没有了，谢谢您的帮助。我很感激。

实景对话2

A：Hello！

B：Hello, may I please speak to Simon Zhang? This is Sandra Hughes calling from Beihai Electronics. I am calling to confirm an appointment. Will you still be able to make your appointment with us tomorrow at 4:30 pm?

A : This is Mr. Zhang. Yes, I will be able to make the appointment.

B : Before the appointment, I would like to update the client information we have listed for you in our files, if that's alright.

A : Sure, no problem.

B : Let me confirm quickly, your number is 703-746-3432? That's the number we have on file.

A : Yes.

B : Can you confirm your address for me? Is it 109 Jefferson Avenue? Do you have an apartment number?

A : No, actually, that address is not current. Our offices have moved to 433

South Washington Boulevard.

B : That's 430 South Washington Boulevard?

A : No, not 430 , it's 433.

B : Yes , 433 South Washington Boulevard, correct?

A : Yep.

B : And is that still in Buena Vista? What is the zip code there?

A : Yes, it's Buena Vista. Our zip code is 99805.

A : 您好 !

B : 您好 , 我能和西蒙·张通话吗 ? 我是北海电子的桑德·休斯。我打电话是想确认一下预约。您是否依然能够如期出席明天下午4 : 30

与我们的会面？

A：我是张先生。是的，我可以赴约。

B：在会面之前，如果方便，我想更新下您在我们档案中的客户信息。

A：当然，没问题。

B：让我简短地确认一下，您的号码是703-746-3432？这是我们登记的号码。

A：是的。

B：您能否为我确认一下您的地址？是杰弗森大街109号吗？您是否有固定电话？

A：不对，那个地址不是现在的了。我们的办公室搬到了南华盛顿林荫大道433号。

B：是南华盛顿林荫大道430号吗？

A：不对，不是430号，是433号。

B：好的，南华盛顿林荫大道433号，对吗？

A：是的。

B：那还是在布埃纳·维斯塔区吗？那里的邮政编码是多少？

A：是的，还是在布埃纳·维斯塔区。我们的邮编是99805。

汇报工作 Reporting on Work

向老板汇报工作，是向他证明你很重要的大好机会。在介绍你完成的工作时要简明扼要（clearly and succinctly）。

首先要开门见山，以一句话简要概括你的汇报主题。

☉Here are the reports you asked for.

这是您要的报告。

☉Let me show you the results of our meeting.

我来介绍一下我们会谈的成果。

☉I've finished the analysis you wanted done.Would you like me to e-mail it to you?

我已经完成了您想要做的分析。要我发邮件给您吗？

☉Let me give you a brief summary of what we've been up to this week.

让我来简单总结一下这个星期我们取得的进展。

☉Here's the sales figures from our department.

这是我们部门的销售指数。

☉I've already completed the financial review.Please let me know if you have any questions about it.

我已经完成了财务审核。如果您有什么疑问，尽管问我。

谦虚

没有人喜欢傲慢自大（arrogant）的员工，但这并不意味着你在完成一份很棒的工作后不该炫耀一下自己（toot your own horn）。因为出色的工作而得到赞赏（take credit）是合情合理的。

☉While you were away certain things got accomplished and I'd like to bring you up to date on.....

在您离开期间，一些事情都落实了，我依次介绍给您.....

☉If I could draw your attention to.....

我能否请您注意.....

☉Here's an update.....

这是一份最近更新的.....

☉I'd like to explain what's happening with.....

我想解释一下在.....发生的情况。

☉If you have time, I'd like you to take a look at.....

如果您有时间，我想请您看一下.....

积极主动

老板们都希望自己的员工积极上进（taking initiative），但要明白，作为员工，你的底线是不能越权（overstep your authority）。老板不在期间，如果你能做一些聪明的决策，那就意味着他回来后能轻松些。这是他们乐意看到的。

☉I hope you don't mind, but I've already taken care of that.

我希望您不介意，我已经考虑到那个（方面）了。

☉Don't worry about the appointment schedule.I made arrangements already.

不必为预约时间安排而担心，我都安排好了。

☉I took the liberty of arranging your meeting with Mr.Gilbert.

在您和吉尔伯特先生会面的安排上，我有充分的自由。

⊙The supplier called about the problem, but we've got everything under control.

供货商曾提出过此问题，但是我们已经都处理好了。

建立信任

如果你能想老板之所想，那一定会赢得赞誉（earn brownie points）。当你以详细的报告来一个个打消他们的顾虑时，那就是他们对你建立信任（build their confidence）的开始。

A : I'm going to have to change my meeting schedule this afternoon. Please call Mr. Gilbert's secretary. I need to meet with him about the budget projections as soon as possible.

B : Don't worry about the appointment schedule. I made arrangements already. I took the liberty of arranging your meeting with Mr. Gilbert. Will 3 : 00 pm be okay for you? If not, I can call to postpone the meeting.

A : 我下午会议的时间得改了。请打电话给吉尔伯特先生的秘书，说我需要就预算规划项目与他尽快碰面。

B : 不必担心会面时间，我已经安排好了。在您与吉尔伯特先生会面的安排上，我有充分的自由。下午3点行吗？如果不行，我可以打电话推迟。

总结

只会埋头苦干，不懂汇报成果，收获与付出就不会成正比。汇报时要做到积极主动、简明了当、不骄不躁、天衣无缝。总之，“只要您想到的，我都做过了。”那就一定能够换来老板满意的微笑。

Words 单词表

analysis 分析

audit审计；审核

certain一定的，确定的

complete完成

distribute分发；分布

financial财政的；金融的

internal内部的；内在的

minutes纪要，会议记录

necessary必要的

negotiate谈判

PPT presentation幻灯片演示

projection预测，估计

result结果，结论

successful成功的

summarize总结

vender销售（员）

Phrases 短语表

as soon as possible尽可能快

bring (someone) up to date帮（某人）

toot your own horn自吹自擂

by the way顺便，另外

draw up (a contract) 草拟 (合同)

earn brownie points赚取印象分

favorable terms优惠条件

for your approval期待认可

get a hold of (sth) 掌控 (某事)

get accomplished取得成就，完成

give (sb) enough time给某人足够时间

hammer out (details) 敲定 (详情)

hand out分发，散发

I'd be happy to.....我很乐意.....

make arrangements安排

make sure that (something happens) 确保 (某事发生) ，赶上
进度

postpone (a meeting) 延迟 (某会议)

sales figures销售数据

实景对话1

A : Larry, I hope everything went well in the office during the time I was in Shanghai this week.

B : While you were away certain things got accomplished and I'd like to bring you up to date. First, let me show you the results of

our meeting with the vendors. Here's a copy of the meeting's minutes. To summarize, we were able to negotiate favorable terms and draw up a contract. It took a lot of hammering out the details, but I feel we were successful. I've e-mailed the contract to your e-mail account for your approval.

A : Wonderful !

B : And here are the reports you asked for. I've also finished the analysis you wanted done. Would you like me to e-mail it to you?

A : No, that won't be necessary. Just make sure that a copy of your analysis gets distributed to the department. What about the sales figures? As soon as you get a hold of them, I would like you to make a financial review for me.

B : Here are the sales figures from our department. I've already completed the financial review. Please let me know if you have any questions about it.

A : Oh, well, that's great !

A : 拉里，我希望我在上海的这个星期里，办公室的工作都能进展顺利。

B : 在您离开期间，一些事情都落实完成了，我依次介绍给您。首先，我来介绍一下和供应商会谈的成果。这里有会议的纪要。总而言之，我们与其谈判获得了很优厚的条件，并草拟了合同。虽然敲定的一些细节没少费周折，但我们仍有成就感。我已经把合同发到您的电子邮箱，请您核准。

A : 好极了！

B : 这里还有些您要的报告。我也完成了您想要做的分析。要我发邮件给您吗？

A : 不，没有必要。只是得确认你的分析结果分发到了部门。销售指数怎么样？

我希望一旦你掌握后，就能做给我一个财务审核。

B : 这是我们部门的销售指数。我已经完成了财务审核。如果您有什么疑问，尽管问我。

A : 哦，好！太棒了！

实景对话2

A : I'm going to have to change my meeting schedule this afternoon. Please call Mr. Gilbert's secretary. I need to meet with him about the budget projections ASAP.

B : Don't worry about the appointment schedule. I made arrangements already. I took the liberty of arranging your meeting with Mr. Gilbert. Will 3 : 00 pm be okay for you? If not, I can call to postpone the meeting.

A : Oh, great ! Thanks ! 3 : 00 pm is fine. That will give me enough time to review our financial information.

B : I'd be happy to give you a summary of our Finance Department's situation. Let me give you a brief summary of what we've been up to this week.

A : Go ahead.....

B : Here's an update of our budget projections. And we've also completed the internal audits.

A : Do you have a hard copy of that I can take with me to my meeting?

B : I've already thought of that. I've made a PPT presentation you can take with you and show them, and I've made several copies you can hand out.

A : I knew there was a reason I hired you !

A : 我下午会议的时间得改了。请打电话给吉尔伯特先生的秘书，说我需要就预算规划项目与他尽快碰面。

B : 不必担心会面时间，我都已经安排好了。在您与吉尔伯特先生会面的安排上，我争取到了充分的自由。下午3点合适吗？如果不行，我可以打电话推迟。

A : 哦，太好了。3点钟就行。这样我就有充分的时间来审阅我们的财务信息。

B : 我给您一份我们财务部门情况总结吧。让我来简单总结一下这个星期我们取得的进展。

A : 好的.....

B : 这是一份最近更新的预算规划，我们也完成了内部审计。

A : 有没有一份我可以带到会上的复印件？

B : 我已经想到了。我做了一个幻灯片演示，您可以带上给他们演示，而且我复印了好几份，您可以分发。

A : 我就知道雇你肯定没错！

安排约见 **Booking Appointments**

很多生意都是依靠 (rely on) 预约后的会面来发展的。通过在线工具预约是很常见的。无论是服务业还是销售业 (sales or services) ，预约都已经成为办公管理的必要组成部分。很多人通过

日志（log books）或者日程软件来整理和记录所有的预约信息。

预约会面时间。

⊙When will you be available for your next appointment?

您什么时间方便下次会面？

⊙How is Wednesday, September 27th at 3 : 00 pm?

9月27日周三下午3点怎么样？

⊙I would like to make an appointment to meet with Mr.Zimmer.

我希望能够和齐默先生见个面。

⊙Can I help you schedule an appointment?

我能帮您预约吗？

⊙I'd like to set an appointment sometime this week.Tuesday is preferable.

我希望能够安排到本周的某个时间。周二就可以。

⊙Do you have anything available for Saturday?

周六您方便吗？

⊙I'd rather have an earlier appointment, if possible.

如果可能的话，我希望约得更早一些。

预约客户

检查自己的日程，并找到与客户需求相吻合（suits）的时间。将该客户的名字写在日程表上，并注明要洽谈的内容。

⊙Is it possible to get something sooner?

有可能提前些吗？

⊙Do you have anything else available in the afternoon?

下午有没有合适的时间啊？

⊙Mr.Johnson is available to meet with you this week on Monday afternoon at 2 : 00 pm or on Thursday morning at 9 : 00 am. Will either of these times work for you?

约翰逊先生本周在周一下午2点或周四早上9点方便与您会面。您哪个时间合适呢？

⊙I'm sorry, it seems this week is booked.

对不起，这个星期已经排满了。

⊙This week we have an available opening on Friday morning.Would you prefer 9 : 00 am or 10 : 30 am?

这周五有一个比较合适的空闲时间。您愿意约在早上9：00还是10：30？

⊙How long do you expect your meeting to last?

您估计您的会面大致多长时间？

确认的形式

通过电子邮件或电话预约，电子邮件上可注明“座位有限，请速回执确认”（RSVP），并指明名额或座位只为其保留到某个时刻。将已经确认的出席者的姓名和联系方式（contact information）登记造册。

⊙To guarantee your placement, please respond to this

invitation by January 15th .

为了保证您的位置，请在1月15日前回复本邀请函。

⊙The meeting will be held on Monday, January 10th , at 2 : 00 pm.

会议安排在1月10日周一下午2点。

⊙As seating is limited, please RSVP by November 20th .

座位紧张，请于11月20日前回复确认。

企业之间的预约

企业之间提供的服务（business-to-business service）通过电话预定。首先要查看公司网址（company websites）或者企业名录（business directories），确认你所感兴趣部门的领导姓名。上班时间（business hours）打电话并且点名要和某人讲话。在推销（sales pitches）服务和咨询的预约过程中，要选择双方都适宜的时间。所有的预约时间都要详细整理并记录。

⊙Hello, may I please speak to Ted Johnson?This is Emily Brown calling from Stevens Consulting. I'd like to speak to Mr.Johnson in regards to an upcoming consultation.

您好，我可以和特德·约翰逊先生通话吗？我是史蒂文斯咨询公司的埃米莉·布朗。我想向约翰逊先生了解一些咨询的事情。

⊙We'd like to offer you a free consultation next week.

我们很乐意下周为您提供一个免费的咨询。

⊙Please let us know when you are available.

请告知我们您什么时间比较方便。

总结

无论是发展潜在客户、列席会议或宴会，还是寻求服务，都应考虑到别人的日程，照顾到自己的时间。一旦确认，就应当登记在案，整理说明。在“时间就是金钱”的现代社会，在有着“一诺千金”文化底蕴的国度里，“爽约”实在是令人不齿的事情。

Words 单词表

anticipate预期，预料

consultation咨询

either或者，也

engagement约会，约定

however然而，但是

last持续

opening空隙，缺口

possible可能的

prefer更喜欢，倾向

preferable更好的，更倾向的

schedule时间表，日程

sooner更早，更快

upcoming即将

weekend周末

Phrases 短语表

arrange an appointment安排一个约见

double-booked重复预定

fit (sb) in适合 (某人)

for nothing徒劳

get something获得某物，得到某物

I'd be happy to help you我很乐意帮助你

I'd hate to have you (do sth) 我不愿意看到你 (做某事)

I'd rather.....我宁愿.....

in regards to关于

make it达到目的，获得成功

meet with会见；遇见

offer (someone) an hour提供 (给某人) 一个小时

schedule an appointment安排预约

set an appointment安排一个约会

take a call接电话

work (sb) in想方设法安排

under an hour一个小时内

work (for sb) (为某人) 工作

实景对话1

A : Can I help you schedule an appointment?When will you be available?

How is Wednesday, September 27th at 3 : 00 pm?

B : Is it possible to get something sooner?I'd rather have an earlier appointment if possible. I'd like to set an appointment sometime this week.Tuesday is preferable.

A : For this week?Let me see.....Mr. Johnson is available to meet with you thisweek on Monday afternoon at 2 : 00 pm or on Thursday morning at 9 : 00 am.Will either of these times work for you?

B : Well, I can't make it Monday. Do you have anything else available in the afternoon?I am not able to come in the mornings.

A : I'm sorry.It seems this week is booked !

B : Is there no way to work me in?

A : If it were possible, I would be happy to help you. However, Mr.Johnson is already double-booked, and even on some afternoons, triple-booked. I'd hate to have you come to the office for nothing if he is unavailable to meet with you.

B : How about the weekend?Do you have anything available for Saturday?

A : Well. How long will the anticipation of your meeting last?I can offer you an hour on Saturday, but if you need longer, I won't be able to fit you in until next week.

B : Well, I suppose it will have to be Saturday then.

A : 我能帮您安排一个会面吗？您什么时间比较方便？周三，9月

27日下午3点怎么样？

B：能更早些吗？我觉得越早越好。我希望能够安排到本周的某个时间。周二就可以。

A：这个星期？让我看一下……约翰逊先生本周在周一下午2点或周四早上9点方便与您会面。您哪个时间合适呢？

B：周一，我不行。下午有没有合适的时间啊？早上的时间我来不了。

A：对不起，这个星期都已经排满了。

B：就没有合适我的时间吗？

A：如果有可能，我一定乐意帮助您。但是约翰逊先生（的时间）很多都被重复预定，有些下午甚至是三重预约。我实在不愿意让您白跑一趟我们办公室。

B：那周末怎么样？周六是否有合适的时间呢？

A：那您的会面预计要多长时间？周六我能安排一个小时，但如果您需要更多的时间，我就只能安排到下周了。

B：那就安排在周六吧。

实景对话2

A：Hello, Johnson and Sons. Can I help you?

B：Hello, may I please speak to Ted Johnson? This is Emily Brown calling from Stevens Consulting. I'd like to speak to Mr. Johnson in regards to an upcoming consultation.

A：I'm sorry. Mr. Johnson is not available to take your call. I can help you arrange an appointment with him, however.

B : That would be wonderful. I would like to make an appointment with Mr.

Johnson. We'd like to offer a free consultation next week. Please let us know when he is available.

A : This week we have an available opening on Friday morning. Would you prefer 9 am or 10 : 30 am?

B : 10 : 30 am would be fine, thank you.

A : You're welcome. How long do you expect your meeting to last? Mr.

Johnson has another engagement at 11 : 30 am.

B : Our presentation should be under an hour.

A : Very well. I will schedule you for 10 : 30-11 : 30 on Friday morning.

B : Thank you very much.

A : 您好，约翰逊父子公司。有什么可以帮您的？

B : 您好，我可以和特德·约翰逊先生通话吗？我是史蒂文斯咨询公司的埃米莉·布朗。我想向约翰逊先生了解一些咨询的事情。

A : 对不起，约翰逊先生现在不方便接听您的电话，但是我能帮您安排和他的会面。

B : 那太好了。我非常愿意和约翰逊先生预约，我们很乐意下周为他提供一个免费的咨询。请告知我们他什么时间比较方便。

A : 这个周五的早晨有一个合适的空闲时间。您愿意约在早上9 : 00还是10 : 30 ?

B : 10 : 30可能会好些 , 谢谢您。

A : 没问题。您估计您的会面大致要多长时间? 约翰逊先生在 11 : 30另外有约。

B : 我们的介绍应该在一个小时之内。

A : 好的。那我就为您安排在周五的早上10 : 30至11 : 30。

B : 非常感谢您。

安排上司行程 **Creating an Itinerary for the Boss**

对于老板来说, 没有任何一种情景比秘书或行政助理 (administrative assistant) 把他的外出行程搞得混乱不清更头痛的了。“我这次又得去哪里?”“我需要几点钟到那里?”“我要见谁?”“几点车来接我?”一两页纸就可以囊括出行者所有必备的信息 (need to know) 。

详尽合理的行程安排能让上司安心出门而无后顾之忧。

⊙Here's your itinerary for tomorrow.Please let me know if you have any questions.

这是您明天的行程安排。如果有什么疑问, 尽管问我。

⊙Don't worry about the details, I have you covered.

不用担心细节问题, 我都为您安排好了。

⊙Your flight information is here, I've already called to confirm, the plane is on schedule.

您的航班信息在这儿, 我已经打电话确认过了, 飞行计划正常。

⊙Don't forget your itinerary.It will keep you on track.

别忘了您的行程安排，它会保证您的一切都井然有序。

⊙Mr.Larson, if you would please review these travel documents and make sure the information is correct.

拉森先生，如果您愿意，可以看一下您的出行备忘并确认无误。

⊙Let me know if I can help you with anything.

如果有什么可以帮助您的，请告诉我。

和老板讨论出行计划

去哪里？什么时候去？是否需要住宿（overnight stays）？和谁举行会谈？会议安排在什么时间（scheduled）？掌握了上述要求之后，就可以亲自（by hand）或者通过旅行社来预定机票和酒店（book the flights and the hotel），并记录下相应的联络号码。

⊙When would you like to leave?What return dates are you looking at?

您希望什么时候出发？返程时间您看哪天合适？

⊙How many days should I book your hotel for?Will you require any additional accommodation?

我该为您预定几天的酒店？您是否要多待几天？

⊙How long do you anticipate your Monday meeting with the stockholders will be?

您估计周一和股东的会议要多长时间？

⊙Is there anything else you would like me to put on your schedule for Tuesday?

还有什么别的事情要我安排到您周二的日程上吗？

行程安排包含的内容

一份行程应当包含航班号、机场、航站楼、起飞时间（departure time）、抵达的机场、抵达时间（arrival time）、到达后的地面交通（ground transportation）、接机时间地点（pick up time and place）和联络人、联系方式。如果有什么可能的滞留（layover），也应当将信息包含在你的行程安排之中，即便是遇到延误（delay），老板也不会措手不及。

⊙I'd like to order an airline ticket with the departure city of Dallas, arrival city of New York.

我想给您订从达拉斯起飞，纽约着陆的航班。

⊙On the first leg of your trip, from Beijing to Tokyo, expect a three hour layover in the Narita airport.

您飞行的第一段是从北京到东京，预计在成田机场停留3个小时。

⊙Charles Heaton from Builtmore Inc. will pick you up at the JFK airport in New York. His cell phone number is 907-555-1294.

比特莫尔公司的查尔斯·希顿将在纽约的肯尼迪机场接您，他的手机号是907-555-1294。

⊙You should arrive in Munich by 4 : 00 pm.

您将于下午4点抵达慕尼黑。

酒店的细节

确认你预定的酒店是老板比较喜欢的（prefer）。包含酒店的名字、地址和电话号码，还有预定确认号码（confirmation number），并注明房间类型（type of room）。

⊙I've booked a standard non-smoking room at the Marriot Hotel. Will that arrangement be acceptable?

我为您在万豪酒店订了一间无烟的标间，这样安排行吗？

⊙Would you prefer a queen sized bed? I could even try to upgrade to a king sized, if you require.

您想要大床吗？如果您需要的话，我可以给它升级成特大床。

⊙The Hilton is a five minute drive from the airport. After Mr. Heaton picks you up, you should arrive at the hotel in plenty of time for your first meeting.

希尔顿酒店距机场有5分钟的车程。在希顿先生接到您之后，您有足够的时间抵达酒店参加您的首场会议。

总结

为老板安排行程是件细心活，要设身处地考虑他将遇到的情况，哪怕是些细节。准确估算时间和距离，同时也要考虑到其辛苦劳累，这样不仅能体现你的责任心，还能体现出你的细心周到。

Words 单词表

acceptable 可接受的

accommodation 住宿

additional 额外的，附加的

anticipate 预期，预料

conference 会议，会谈

flight information 航班信息

full慢的；完整的

non-smoking无烟的，禁止吸烟的

overnight隔夜的

prefer倾向，更喜欢

require要求，需要

standard标准

stockholder股东

transfer转移，转让

Phrases 短语表

book a flight预定航班

book a hotel room预定酒店

worry about.....担心.....

keep (sb) on track与（某人）保持联系

king sized特大号（床）；豪华（间）

look at看，瞅

make arrangements安排

make your way安排您去

on schedule如期，按时

be packed with.....挤满/装满.....

plenty of (sth) 大量的 (东西)

put (sth) on the schedule 将 (某事) 列在日程表上

put together 放在一起

return flight 回程航班

red-eye flight 红眼航班，隔夜飞行

standard room 标间

that will be all 就是这些；到此为止

why don't you (do sth) 你为什么不要

travel arrangements 出行/旅行安排

(做某事)

实景对话1

A : Sarah, did you make my travel arrangements for the conference?

B : Yes, Mr. Jacobs. Here's your itinerary for tomorrow. Please let me know if you have any questions. Don't worry about the details, I have you covered.

A : What time does my plane leave tomorrow morning?

B : Your flight information is here, I've already called to confirm, the plane is on schedule. Don't forget your itinerary. It will keep you on track.

A : Yes, thank you Sarah.

B : I've already booked your room for tomorrow night, but how many days should I book your hotel for? Will you require any additional accommodation?

A : I only need the days of the conference.

B : In that case, your arrangements have already been made. I've booked a standard non-smoking room at the Marriot Hotel. Will that arrangement be acceptable?

A : Yes, thank you.

B : How long do you anticipate your Monday meeting with the stockholders will be?

A : It should be finished before lunch.

B : Excellent. You will have plenty of time to make your way to the airport for your return flight. Is there anything else you would like me to put on your schedule for Tuesday?

A : No. That will be all.

A : 萨拉，你安排好我参加研讨会的行程了吗？

B : 安排好了，雅各布斯先生。这是您明天的行程安排。如果还有什么疑问，尽管问我。不用担心细节问题，我都为您安排好了。

A : 我明天早上几点的飞机？

B : 您的航班信息在这儿，我已经打电话确认过了，飞行计划正常。别忘了您的行程安排，它会保证您的工作井然有序。

A : 好的，谢谢你，萨拉。

B : 我已经为您预定了明晚的房间，只是我需要定几天的？您要

多住几天吗？

A：研讨会期间就可以了。

B：如果是这样的话，您的安排都已经做好了。我在万豪酒店为您订了一间无烟的标准间，这样安排可以吗？

A：好的，谢谢你。

B：您估计周一和股东的会议要多长时间？

A：应该在午餐前结束。

B：好极了，在您前往机场搭乘回程航班之前，您会有很充足的时间。还有什么事情要我安排到您周二的日程上的吗？

A：没有，就这些了。

实景对话2

A：Edward, could you please come here for a minute. I need you to put together my itinerary for my trip to New York.

B：Certainly. When would you like to leave? What return dates are you looking at?

A：My meeting is Wednesday morning.

B：Your schedule for Tuesday is already full, so I suggest either flying the red-eye Tuesday night, or trying for an early flight Wednesday morning. Which would you prefer?

A：I would rather get a good-night's sleep so I can be fresh for the meeting.

Can you book an early flight? I will have to be at the meeting by 10 am.

B : I will call the airlines and see what I can do. Will you require accommodations Wednesday night?

A : Yes, the whole day will be packed with meetings, so I will stay in New York overnight and return the following morning.

B : The Hilton is a five minute drive from the airport. If I can book you the earliest flight, you should arrive at the hotel in plenty of time for your first meeting.

A : Excellent.

A : 爱德华，你能来这里一会儿吗？我需要你安排一下我去纽约的行程。

B : 好的。您希望什么时候出发？返程时间您看哪天合适？

A : 我是周三上午的会议。

B : 您周二的日程已经满了，所以我建议要么搭乘周二晚上的红眼航班，要么选择周三早晨的航班。您觉得哪个合适？

A : 我想睡个安稳觉，头脑清晰地参加会议。你能帮我订个早航班吗？我上午10点得参加会议。

B : 我会打电话给航空公司看怎么办。周三晚上需要给您预订酒店吗？

A : 是的，一整天都得开会，所以我晚上会在纽约过夜，第二天早上回来。

B : 希尔顿酒店距机场有5分钟的车程。如果我能够帮您预定到最早的航班的话，您就可以在第一场会议之前抵达酒店，时间比较宽裕。

A : 好极了。

订购办公用品 Ordering Office Supplies

鉴于办公用品的损耗总是比我们想象的快，订购办公用品就成为秘书或助理必要的功课。从商业角度来看，批量购买是最实惠（cost-effective）、最有效的方式。

订购前，先要统计缺什么，什么型号，数量多少。

☉Are we out of staples again?

我们的订书针又用完了吗？

☉I've checked the supply cabinet.I think it's time to make another order.

我刚检查了文具柜，我想该再次订购了。

☉There should be at least four reams of paper left before we need to call the vendor again.

在我们再次打电话叫供应商之前，我们至少应该还有4令纸。

☉What size of envelopes do you prefer?

您要什么规格的信封？

☉I need standard A4 size.

我要A4标准大小的。

☉Let me know if I can help you with anything.

如果我能帮点什么的话，尽管告诉我。

组织

专人专项定期检查办公用品的库存（periodic inventories）情

况，根据各项用品的损耗快慢，定期订购。这样既能避免重复订购，也能保证及时供应。

⊙What's our inventory look like?

我们的库存情况怎么样？

⊙Please prepare an inventory of our office supplies and have it on my desk by Monday.

请准备一份我们办公用品的清单，并在周一放到我的办公桌上。

⊙Ordering office supplies is the responsibility of the secretarial staff.

订购办公用品是秘书人员的职责。

⊙If you run out of office supplies or find our current supply lacking, please contact Jean Smith for requests and reorders.

如果你办公用品用完了，或者发现供应短缺，请向吉恩·史密斯反映，要求重新订购。

订购方式

订购办公用品（placing orders）通常有两种途径：电话订购或在线订购。电话订购的优点是有相关联络人（personal contact）负责，熟悉订购的种类。网络订购的好处是可以根据公司网页（company website）选择产品种类，及时了解库存情况，掌握送货进度。

⊙I'd like to make an order for supplies. We need 50 reams of paper, 10 boxes of legal sized self-adhesive envelopes, 10 boxes of ball-point & pens, and 5 boxes of paperclips.

我想订购办公用品。我们需要50令纸，10盒标准尺寸的不干胶信封，10盒圆珠笔和5盒夹纸曲别针。

⊙How soon will we receive our shipment?

多久我们能收到货？

⊙Can you offer us any discounts?

你们能给我们打折吗？

⊙We need both A4 paper and new ribbon for the printers.

我们需要A4纸和新的打印机色带。

标准

为了保证办公用品的有效利用和管理，有必要对办公用品的采购实行标准化和制度化的管理。例如，专人专项负责办公用品供给保养（to maintain office supplies），根据实际使用情况提交一定时期内的购买预算。一定时期内（月、季度或年）购买次数和总额要有限定。和供应商签订供应合同（contracted office supply vendor）以获取实惠的价格。同时，固定的供应商也能了解公司办公用品的损耗情况，有针对性地提供服务。

⊙Your monthly supply budget should not exceed\$500.Please submit all receipts for office supply purchases to the Finance Department for reimbursement.

你们的月供应预算不应当超过500美元。请把所有购买办公用品的发票递交到财务部门报销。

⊙Company policy says we can not exceed 3 orders of business supplies per month.

公司的政策是一个月内不能订购办公用品3次以上。

⊙The maintenance on our copy machine is under contract, so pleasecontact our vendor for another toner cartridge.

我们复印机的保养合同依然在有效期内，所以请联系销售商为我们再提供一个硒鼓。

总结

为了避免突如其来的“弹尽粮绝”，或者没有必要的浪费和无效利用，对于办公用品的需求应当做到早调查、早预算、早安排；与固定的供应商签订合同；定期检查、定期订购。

Words 单词表

ball-point pen圆珠笔

copy machine复印机

copy paper复印纸

correction fluid修正液

correction tape修正胶带

double-sided tape双面胶带

dry-erase pens可擦写白板笔

duct tape胶带

envelope信封

eraser橡皮

fax machine传真机

fax paper传真纸

felt-tip pen毡尖笔

file cabinet文件柜

hanging file folder悬挂式文件夹

highlighter pen荧光笔

invisible tape透明胶带

legal pad记事本

writing pad信纸

marker标签

masking tape封口胶带

memo pad便条簿

notebook笔记本

paper clips夹纸区别针

pencil铅笔

post-it flag报事贴

post-it note便利贴

printer cartridge打印机墨盒

printer打印机

ring binder活页夹

scissor剪刀

staple订书针

stapler订书机

toner cartridge 硒鼓

Phrases 短语表

be in a state.....在.....情况之下

be out of stock 没有存货

get on the ball 机灵些，机敏些

give (sb) a deal 给(某人)待遇

实景对话1

A : Are we out of staples again?

B : I've checked the supply cabinet. I think it's time to make another order.

A : We can't make another order so soon.....Company policy says we can not exceed 3 orders of business supplies per month. Plus, there should be at least four reams of paper left before we need to call the vendor again. How many are there now?

B : Just two, I think.

A : Well, that's no good. What's the rest of the inventory look like?

B : I don't know, but we need both A4 paper and new ribbon for the printers. And the copy machine is out of toner again.

A : The maintenance on our copy machine is under contract, so that means we have to contact our vendor for another toner cartridge.

B : So our copier doesn't work, we're out of paper for the fax

machine , and we're almost out of copy paper. Didn't anyone make any orders?

A : Ordering office supplies is the responsibility of the secretarial staff. Maybe we should ask them.

B : Good idea. They'd better get on the ball and make a call to our office supplier. In the state we're in, it's a wonder that anyone is getting any work done around here !

A : 我们的订书针又用完了吗 ?

B : 我刚检查了文具柜 , 我想该再次订购了。

A : 我们不能这么快又订购.....公司的政策是一个月内不能订购办公用品超过三次。此外 , 在我们再次打电话叫供应商之前 , 我们至少应该还有4令纸。我们现在还有多少 ?

B : 我想只有2令。

A : 那可不太妙。剩下的库存情况怎么样 ?

B : 我不知道 , 但是我们需要A4纸和新的打印机色带。而且复印机的墨粉又用完了。

A : 我们复印机的保养合同依然在有效期内 , 那意味着我们得联系销售商为我们再提供一个硒鼓。

B : 复印机不运转 , 传真纸用完了 , 而且复印纸也快用完了。就没有人去订购吗 ?

A : 订购办公用品是秘书人员的职责 , 也许我们应当找他们。

B : 好主意。他们最好快点打电话给供货商。照目前情况来看 , 谁要是能把工作做完才真的是奇迹呢 !

实景对话2

A : I'd like to make an order for supplies. We need 50 reams of paper , 10

boxes of legal sized self-adhesive envelopes , 10 boxes of ball-point pens, and a 5 boxes of paperclips.

B : You wanted legal sized self-adhesive envelopes?And what size of paper do you prefer?

A : Yes, that's correct. I need standard A4 size.

B : I'm sorry. The self-adhesive envelopes are currently out of stock.I have regular legal sized envelopes, will that be okay?

A : I suppose. How soon will we receive our shipment?

B : It should arrive within five to ten business days.

A : Can you offer us any discounts?

B : We are having a discount on fax machine paper. Normally they run five dollars per roll, I can give you a deal for three dollars.

A : Okay, we'll take 5 rolls of fax paper while we're at it.

B : Okay, I've got your order.

A : 我想订购办公用品。我们需要50令纸，10盒标准尺寸的不干胶信封，10盒圆珠笔和5盒夹纸曲别针。

B : 您想要的是标准尺寸不干胶信封吗？还有您要多大尺寸的纸？

A : 对，没错。我要标准的A4纸。

B：对不起，标准尺寸不干胶信封目前没有存货了。我有普通标准信封，行吗？

A：可以。多久我们能收到货？

B：应该在5到10个工作日内。

A：你们能给我们打折吗？

B：在传真纸上我们可以给折扣。通常是5美元一卷，我给您3美元一卷。

A：好的，按照这个折扣我们要5卷。

B：好的，我已经做好了您的订单。

讨论办公设备 **Discussing Office Equipment**

办公设备是你工作的忠诚伙伴。熟练掌握不同办公用品的名称和使用方法，对于提高工作效率有着直接的影响。让我们一起来认识一下这些与你的工作息息相关的工具吧。

办公室格局

好的办公室格局能使办公者精力集中（concentrate）。办公桌上的用品一应俱全。电话（telephone）和传真（fax machine）在办公桌的右边，电脑在桌的中央，显示器（monitor）正对着工作者，办公座椅舒适（comfortable office chair）。一个柜子抽屉（cabinet drawers）里面有许多稿纸，另外一个抽屉里有订书机和订书针、曲别针、荧光笔、笔和橡皮（a stapler and staples, paper clips, highlighters, pens and erasers）等。房间内有舒适的沙发和扶手椅（armchair），在沙发的前面可以摆放一个沙发桌，放些行业杂志（industry magazines）或饮品。

◎This is my personal office.It's got a great view.

这是我的私人办公室，视野很开阔。

⊙Which cubicle is yours?

哪个工作间（办公隔间）是您的？

⊙Can I put in for a new office chair? Mine isn't very comfortable.

我能换把新的办公椅吗？我的这把不怎么舒服。

⊙We all need new office furniture.

我们都需要新的办公家具。

⊙Office policy limits the display of personal artifacts on your desk to one photo or memento.

办公室规定，办公桌上的私人展示品仅限一张照片或一个纪念品。

⊙The coffee maker is on the fritz. We should have somebody look at it.

咖啡机有问题，我们应该叫人来看一下。

⊙We've got three potted plants that need to be watered daily.

我们每天还得给三盆植物浇水。

⊙Please be careful not to spill coffee on my sofa.

请当心别把咖啡溅到我的沙发上。

⊙The company gives all employees an office furniture allowance of \$200.

公司给每个员工200美元的办公家具津贴。

与电脑连接的设备

电脑连接打印机 (printer)。打印机有不同的类别，大部分办公室选用的是喷墨式打印机 (ink jet printer) 或者激光打印机 (laser printer)。电脑也可以和扫描仪 (scanner) 相连，扫描仪可以将文档和图像转化为数据 (digital data)。大部分办公室电脑都连接互联网 (Internet)。你的电脑可以连接网络线，或者通过外置调制解调器 (external modem) 和综合业务数字网网卡 (ISDN card) 来连接互联网。在比较大的办公室，各台计算机可以通过计算机网 (computer network) 相互连接。

⊙Can you help me hook up my new desktop?

您能帮我连接一下我的新台式电脑吗？

⊙I think there's a glitch in the operating system.

我觉得操作系统可能有故障。

⊙What is the name of your computer on the network?

您的电脑在网络上的名字是什么？

⊙Can you save the file in a sharing folder?

能否把文档保存到共享文件夹里？

⊙The server is down at the moment, but the IT guys are working on it.

现在服务器已经关闭了，IT的人正在修理呢。

⊙Would you mind scanning the forms for me?

你介意帮我扫描这些表格吗？

总结

“工欲善其事，必先利其器。”现代办公设备琳琅满目、种类繁多，但都是快节奏的办公所需要的。在商场如战场的紧张工作中，能对所有的办公设备都得心应手，那一定会提高效率。

Words 单词表

armchair扶手椅

cabinet柜子，橱

computer screen电脑显示器

copy复印

cubical立方；办公隔间/工作间

desktop桌面；台式电脑

drawer抽屉

ink jet printer喷墨式打印机

ISDN (integrated services digital laptop手提电脑network) 综合服务数字网络

laser printer激光打印机

modem解调器，数据机

monitor显示器

office equipment办公设备

office furniture办公家具

operating system操作系统

overhead projector高架投影仪

paper cutter切纸机，切纸刀

paper shredder碎纸机

paperclip回形针，曲别针

scanner扫描仪

stapler订书机

swivel chair转椅

telephone电话

windows窗户；视窗

Phrases 短语表

covert text and images into digital data将文档和图像转化/隐蔽为数字数据

office flora办公室植物

on the fritz有故障

potted plant盆栽植物

start the computer启动电脑/计算机

实景对话1

A : Welcome to our team. Let me show you around the office.

B : Thanks.Which cubicle is yours?

A : This one over here. Your cubicle is right across the way.See,

here we are.

B : Wow, it's pretty cozy. Can you help me hook up my new desktop?

A : Sure.....Here we are. Wait a second.I think there's a glitch in the operating system. I'll try to fix it by going through the network to my computer.

B : What is the name of your computer on the network?

A : Oh, it's just listed under my name.“Bob's Computer”. Easy to find.

Nope, it looks like I can't even get into windows.....Looks like your computer has some serious problems.

C : No, I don't think it's his computer. The server is down at the moment , but the IT guys are working on it.

A : Well, while we're waiting, why don't you take your office chair for a test drive?

B : (Sits down) Gee.....Can I put in for a new office chair? Mine isn't very comfortable.

A : Haha. We all need new office furniture.See if you can get the boss to shell out the money.

B : Do you think I can put some of these desk references on my desk?

A : Books shouldn't be a problem. But Office policy limits the display of personal artifacts on your desk to one photo or memento.

A : 欢迎你加入我们的团队。我带你参观一下办公室吧。

B：谢谢。哪个办公隔间是您的？

A：这边这个就是。你的隔间走过去就是。看，就是这里了。

B：哇，很舒服啊。您能帮我连接一下我的新台式电脑吗？

A：当然.....好了。等一下，我觉得操作系统可能有故障。我会通过网络从我的电脑那里来修理一下。

B：您的电脑在网络上的名字是什么？

A：哦，我把我的名字列在下面。“鲍勃的电脑”，很容易找。不会吧，好像连窗口都打不开.....看来你的电脑有比较严重的问题。

C：不是的，我想不是电脑的问题。现在服务器已经关闭了，但是IT的人正在修理呢。

A：好吧。你为什么不趁我们等候的时间，试试你的办公椅呢？

B：（坐下）哎呀.....我能换把新的办公椅吗？我的这把不怎么舒服。

A：哈哈，我们都需要新的办公家具。就得看你能不能让老板掏腰包了。

B：我能放些案头参考书在我的办公桌上吗？

A：书应该没有问题。但是办公室规定，办公桌上的私人展示品仅限一张照片或一个纪念品。

实景对话2

A：Jane, could you follow me down to my office quickly?
There's something

I need your help with.

B : Sure. What can I do for you?Wow, is this your office?It's really nice.

A : Thanks.This is my personal office.

B : It's got a great view ! And I love your sofa !

A : The company gives all employees an office furniture allowance of\$200. I decided to buy a sofa and a coffee maker with some of the money. Would you care for coffee?Help yourself !

B : Thanks !

A : Oh, careful, please ! Please be careful not to spill coffee on my sofa.

B : Sorry ! It looks like your coffee maker is on the fritz. You should have somebody look at it. I love your flowers ! How do you take care of them?

A : Sure takes care of the office flora.I've got three potted plants that need to be watered daily.

B : So what was it that you wanted me to help you with?

A : Oh, yes, would you mind scanning these forms for me?Can you savethe files in a sharing folder?

A : 简，你能马上跟我去趟我的办公室吗？那里有些活需要你帮忙。

B : 可以。我能为你做什么？哇，这是你的办公室吗？真棒！

A : 谢谢，这是我的私人办公室。

B : 视野真开阔！而且我实在太喜欢你的沙发了！

A：公司给了每个员工200美元的办公家具津贴，所以我用一部分钱买了沙发和咖啡机。要喝咖啡吗？自己来，别客气。

B：谢谢。

A：哦，请小心！别把咖啡溅到我的沙发上。

B：对不起，好像你的咖啡机有问题，你应该叫人来看一下。我真喜欢你的花！你是怎么照顾它们的？

A：办公室植物当然得照顾。我每天还得给三盆植物浇水。

B：那你要我帮你做什么？

A：哦，对了，你介意帮我扫描这些表格吗？能否把这些文档保存到一个共享文件夹里？

填写表格 Filling out Forms

填写表格是国外旅行和国际贸易当中必备的技能。在你得到服务和产品（services and products）时，或者办理各种手续时，通常都要求填写表格。大部分表格都非常简单。只要稍加练习，填写什么样的表格都易如反掌（second nature）。

无论如何，在你下笔之前，一定要弄清楚表格要求填写的内容。

⊙Please fill out this form in triplicate.

请填写此表格，一式三份。

⊙Please answer the following questions for each person in your household.

请您的每一位家庭成员回答如下问题。

⊙This question must be answered for all persons.

所有人员均需回答该问题。

⊙Please complete the form with black ink.

请使用黑色笔填写此表。

称呼

几乎所有的表格都会问你名字：

surname, last name姓

given name, first name名

middle name中间名

middle initial中间名简写

first initial姓简写称呼：先生Mr.夫人Mrs.女士Ms.小姐Miss博士/医生Dr.

⊙List surname first, followed by your given name.

先写您的姓，再写您的名。

⊙Use this space to write your middle initial.

在此空填您的中间名。

⊙Please initial here.

请从此处开始。

⊙Write your full name, starting with your first name, middle name or names, and last name. Do not use abbreviations.

写您的全名，应先写名，再写中间名，最后写姓。请不要简写。

出生信息

出生信息也经常见于表格，包括出生日期、出生地点、父母姓名、身份证号、护照号、社会保障号等。

⊙List your date of birth. Please use Month, Day, Year format (MM-DD-YY) .

填写您的出生日期。请按照月、日、年的格式 (MM-DD-YY) 。

⊙Write your birthday here, beginning with the year.

在此处填写您的出生日期，以年开始。

⊙Put your social security number in this line.

在此行填写您的社会保障号。

⊙Print your mother's maiden name in these boxes.

在方框中填写您母亲的婚前姓。

常见信息

还有一些常见信息如：

国籍、民族或种族、性别 (nationality, ethnic or racial origin, gender)

职业、教育背景、婚姻状况、子女、联络信息 (occupation, educational background, martial status, children, contact information)

地址：通讯地址、永久地址、账单地址 (mailing address, permanent address, billing address)

电话号码：夜间电话号码、白天电话号码、手机号码 (evening

phone number, daytime phone number, mobile number)

⊙Please indicate your nationality on this line.

请在此行填写您的国籍。

⊙Check the appropriate box for race or ethnicity.

在合适的方框中选择民族或种族。

⊙Complete your address, including mailing address, if it, s different from the address above.

填写出您的地址，如果邮寄地址与上述地址不同，也请提供。

⊙Please provide a daytime phone number.

请提供您的白天（联系）电话号码。

总结

无论是搭乘国际航班，还是银行开户；无论交个人所得税，还是水电费，都要求填写一张没有半个小时就别想脱身的表格。还好万变不离其宗，写过四五次，就会做到胸有成竹了。

Words 单词表

abbreviation缩写，简称

billings address账单地址

contact information联络信息，联系方式

cramp抽筋，痉挛

date of birth出生日期

daytime phone number白天联系电话号码

educational background教育背景

ethnic origin民族

evening phone number夜间联系电话号码

first initial姓氏首字母大写

gender性别

first name名字（欧美人姓名的第一个字）

given name名字，起的名字

identification鉴定；身份

initial初始的

last name姓

maiden name曾用名，婚前姓

mailing address通信地址，邮寄地址

marital status婚姻状况

middle initial中间名简写

middle name中间名

mobile number手机号码

nationality国籍

occupation职业

passport number护照号

permanent address永久地址

place of birth出生地点

racial origin种族

social security number社会保障号

surname姓

Phrases 短语表

How hard could it be?它会有多难？

wade through艰难通过

take a look看一下，瞧一瞧

实景对话1

A : Yeesh ! Have you seen these income tax forms?I have barely been able to wade my way through the first page ! It's so complicated !

B : It can't be that bad. What information are they asking for?

A : Here, take a look.

B : “List surname first, followed by your given name. Use this space to write your middle initial.”Well, that's not so bad at all. How hard can that be?

A : Keep reading.....

B : “List your date of birth. Please use Month, Day, Year format (MM-DD-

YY) . Put your social security number in this line. Print your mother's maiden name in these boxes.”I don't know what you're complaining about. This is all very basic stuff.....

A : Well, except for my mother's maiden name. It's a little odd to ask for that.....

B : “Complete your address, including mailing address if different from the address above.”

A : Look at the next line.

B : “Please fill out this form in triplicate. This form must be filled out separately for each person in your household. Please complete the form with black ink.”Wow, that's a lot of writing. Might get a cramp in your hand.....

A : 哎呦！您有没有看过那些所得税表？我刚磕磕巴巴把第一页费力地读完。

太复杂了！

B : 不会那么糟糕吧。它们都要填写什么信息？

A : 在这儿。瞧瞧吧。

B : “先填姓，接着填您的名。在此空填您的中间名。”根本就没什么。怎么会那么难呢？

A : 继续读.....

B : “填写您的出生日期。请按照月、日、年的格式。在此行填写您的社会保障号。在方框中填写您母亲的婚前姓。”我真搞不清楚你在埋怨什么。这都是最基本的信息.....

A : 对，但是母亲的“婚前姓”例外。问那个有点怪.....

B：“填写您的地址，如果邮寄地址与上述地址不同，也请提供。”

A：看下面一行。

B：“请填写此表格一式三份。每位家庭成员必须分别填写。请使用黑色笔填写此表。”哇！有好多要写。估计手都要写抽筋了……

实景对话2

A：Excuse me. Do you think you could help me fill out this form? I am not sure how to do it.

B：Sure, no problem. Let me take a look. Okay, in this line write your full name, starting with your first name, middle name or names, and last name. It says not to use abbreviations.

A：Okay……

B：Put your passport number in this line.

A：Is that this line here?

B：Yes. Here they want you to check the appropriate box for race or ethnicity.

You probably want to check the one that says Chinese.

A：Okay.

B：And you need to write the address of where you are staying here. Do you have a hotel?

A：No, not yet.

B：Well, I think they basically want a contact number or idea of where to reach you. Do you have any contact here in the USA?

A : Yes. My brother is picking us up at the airport.He lives here.

B : Well, write his information then. Do you have his phone number and address ?

A : Yes, I do.

A : 打扰您一下，我不知道您能否帮我填写这个表格？我不确定该怎么填。

B : 当然，没有问题。让我看看。好的，在这条线上写您的全名，先写名，再写中间名，最后写姓。上面说不要用简写。

A : 好的。

B : 这条线上写您的护照号码。

A : 是这条线吗？

B : 对。这儿他们希望通过适当的方框来确认您的民族或种族。您可能需要选择写着“中国”的那个框。

A : 好的。

B : 您还需要填写您在此地的停留住址。您订酒店了吗？

A : 没，还没有。

B : 我想他们只是想要一个联系电话好联络您。您在美国有什么联系方式吗？

A : 有的，我哥哥会在机场接我。他住在这里。

B : 好的，那就填他的信息。您有他的电话号码和地址吗？

A : 是的，我有。

正式会议的程序 Formal Meeting Procedure

会议的类型五花八门。但是，正式的会议（formal meeting）是在主席的（chairman）主持下进行的。主持引导正式会议的大部分用词都是公式化的（stylized），也就是说，一样的话被用在所有的情景之中。当然，也分正式（formality）的程度。

会议开始

正式：

⊙Ladies and Gentlemen, I declare this meeting to be open.

女士们先生们，我宣布本次会议开幕。

非正式：

⊙Shall we start?

我们开始吧？

⊙Let's get started with our business for today, shall we?

让我们开始今天的议程，好吗？

审查纪要

正式：

⊙Could we get someone to move that the minutes of the last meeting be accepted?

我们中有没有人提议接受上次会议的纪要？

⊙I so move we accept the minutes.

我提议我们接受纪要。

⊙Will we take the minutes as read?

我们要读一下纪要吗？

非正式：

⊙Has everyone seen the minutes?

每个人都看过纪要了吗？

⊙May I read the minutes?

我是否可以读一下纪要？

对照日程

⊙Could we add an item to the agenda?

我们能否增加一项到议程中？

⊙I would like to delete item 3 from the agenda.Do we have a motion?

我觉得应该将第三项从议程中删除。大家有异议吗？

⊙The first item on the agenda today is.....

我们今天议程的第一项是.....

宣布会议的目的

⊙The purpose of today's meeting is.....

今天会议的主要目的是.....

⊙What we should consider first is.....

我们首先应当考虑的是.....

给出发言权

会议主持人同意某会议出席人员发言。

正式：

⊙I would like to give the floor to Mr.Williams.

我想将发言机会让给威廉斯先生。

⊙David has the floor.

请大卫发言。

非正式：

⊙What have you got to say about this, Mary?

玛丽，对此你有什么要说的吗？

⊙Let's listen to what Jackson has to say.

让我们听一下杰克逊有什么要说的。

要求发言

正式：

⊙Excuse me, Mr.Chairman, may I say something please?

对不起，主席先生，我能说点什么吗？

⊙With the Chairman's permission, I would like to take up the point about.....

如果主席允许的话，我想讲讲关于.....的话题。

非正式：

⊙I would like to say something here, please.

请让我就此说两句。

⊙Can I make a point about.....?

我能否就.....谈谈想法？

结束一个论点

正式：

⊙Has anything further they wish to add before we move on the next item on the agenda?

在我们进入议程的下一个环节之前，还有谁要补充的？

非正式：

⊙Anything else?

还有别的吗？

引导

当讨论跑题的时候，如下语句可以用来引导与会者回到正题。

⊙Let's not lose sight of our main point.

我们别跑题了。

⊙Let's get back to the issue under discussion.

让我们回到讨论的议题上吧。

⊙Are we getting sidetracked here?

我们是不是跑题了？

通过议案

当某人有意推动形成某决定或制定某措施时，必须通过与会者对其议案进行表决。

⊙I move that.....

我提议.....

⊙I second the motion.

我支持该议案。

表决

当与会者对某议案表决时，他们可以给出的回答有三种：是（Aye），否（Nay），弃权（undecided）。

⊙All in favor, say aye.

表示同意的，请说“是”。

⊙Any opposed?

有反对意见吗？

维持秩序

正式：

⊙Mr.Laurence, you are out of order.

劳伦斯先生，现在不是您的发言时间。

⊙I shall have to call you to order, Mr.Michell.

我得提醒您注意秩序，米歇尔先生。

⊙Mr.Howard, would you please address your remarks to the Chairman?

霍华德先生，您是否可以向主席陈述您的评述？

非正式：

⊙We can't all speak at once.Ms.Peterson, would you like to speak first?

我们没办法同时都讲。彼得森女士，您是否愿意先说？

⊙Mr.Howard, you're talking out of turn.

霍华德先生，现在不是您的发言时间。

总结

无论是正式的还是非正式的会议，都能够按照固定程序有条不紊地进行，这样就能在最短的时间达成最多的意向。

Words 单词表

accept接受

agenda议程，议事日程

audit审计，审核

declare声明，宣布

dues会费；税款

extensively广阔的，广泛的

inflation通货膨胀

membership会员资格，成员

minutes会议纪要

motion运动；提议

move (a movement) 提出，提议

nay不，反对

oppose反对

rate比率；费用

reflect反射；反映

review审核，复审

second (a movement) 支持，赞成

Phrases 短语表

be out of order发生故障，秩序紊乱

duly noted充分注意到

financial reports财务报告

fiscal year会计年度，财政年度

hike up a rate比例上升

in favor赞成，支持

open a meeting会议开幕，会议开始

quite reasonable相当合理，蛮划算的

say aye表示赞成

strike from an agenda从议程中删除

take up a point接谈一个话题

talk out of turn说话轻率，讲话不合事宜

up for discussion提出讨论

vote nay投反对票

worth our time值得我们花时间

实景对话1

A : Ladies and gentlemen, I declare this meeting to be open. Let's get down to business, shall we? Would someone please move that the minutes of the last meeting be accepted?

B : I so move that the minutes from the last meeting be accepted.

A : Any seconds?

C : I second the motion.

A : Great. Has everyone received a copy of the agenda? The first item up for discussion is to review the financial reports. The purpose of today's meeting is to complete the necessary preparations for the company audit. The first problem we should look at is our approved budget for the fiscal year.

B : Excuse me, Madam Chairman, may I say something please?

A : Mr. Williams, you have the floor.

B : Thank you. The approved budget for this fiscal year has already been extensively reviewed by all members of the Finance

Department and has also received approval from our executive board. In my opinion, it is not necessary to spend much time reviewing them again at this meeting.

A : Your comments are duly noted. Does anyone else have anything further to add?

C : I move that the budget review item be struck from the agenda.

A : Mr. Carlson moves the agenda be revised, any second?

D : I'll second the motion.

A : All in favor say aye.

(Collective "aye")

A : Any opposed?

E : Nay.

A : Mr. Simmons, you vote nay?

E : Yes I do, Ms. Chairman. I believe it is still worth our time to review the budgets, even though they have already been reviewed.

A : 女士们先生们，我宣布本次会议开始。让我们进入正题，好吧？我们中有没有人提议接受上次会议的纪要？

B : 我提议接受上次会议的纪要。

A : 有支持的吗？

C : 我支持。

A : 好极了。每个人都拿到议程的复印件了吧？要讨论的第一项

是审核财务报告。今天会议的主要目的是为公司的审计完成必要的准备工作。第一个议题是财政年度已经通过了的预算。

B：对不起，主席女士。我能否说两句？

A：威廉斯先生，请讲。

B：谢谢。被批准的财政年度预算应当已经通过财务部成员的广泛审核，而且得到了董事会的认可。在我看来，这次会议上就没有必要再花那么多的时间来复审了。

A：您的意见我们已经认识到了。其他人还有什么要补充的吗？

C：我赞成“预算复审议项”从议程中删除。

A：卡尔森先生主张修改议程，有支持的吗？

D：我赞成提议。

A：表示赞同的请说是。

（集体“赞成”）

A：有反对意见吗？

E：反对。

A：西蒙斯先生，您投反对票？

E：是的，主席女士。即便他们审核过了，我觉得我们仍然有必要花时间复审。

实景对话2

A：With the Chairman's permission, I'd like to take up the point about the increase of membership dues.

B : Ms. Learner, you have the floor.

A : I think the increase in membership dues is unreasonable. What increase of services do we receive for the increase in payment?Nothing !

C : That's not exactly true, Susan.

B : Mr. Howard, you're talking out of turn.

C : Sorry, but I just wanted to say, the increase is quite reasonable.

B : Let Ms.Learner finish.

A : Thank you, Mr. Chairman.As I was saying, the increase in cost does not reflect an increase in services, and so I move that we deny the increase.

B : Mr.Howard, would you like to say something?

C : The increase in fees is due to an increase in inflation. Members have been paying the same rate for over twenty years now !

A : Exactly ! So when you hike the rate up now, everyone will be upset !

B : Ms. Learner, you're out of order.

A : 如果主席允许的话，我想接着谈增加会费的问题。

B : 勒纳女士，请发言。

A : 我觉得增加会费没有任何道理。多掏钱换来的增加服务体现在哪里？什么都没有！

C：苏珊，那不太对。

B：霍华德先生，还没有轮到您发言。

C：对不起，我就是想说增加会费是合情合理的。

B：我们让勒纳女士把话讲完。

A：谢谢主席先生。正如我刚才所说的，费用的增加没有反映出任何服务的增加，所以我提议我们否定（会费）增加。

B：霍华德先生，您有什么要说的？

C：增加会费是因为考虑到通货膨胀。同样的费率，会员们到现在已经付了20年了！

A：没错！那现在要是大幅提高会费的话，大家都会失望的。

B：勒纳女士，现在不是您的发言时间。

和同事建立良好关系 **Building Relationships with Coworkers**

和睦的同事关系（workplace relationships）可以让你在上班时心情愉快；糟糕的同事关系可能会令你无法专心，甚至把一些工作搞得一塌糊涂，梦魇（nightmare）一般。一些交流的技巧可以帮助你和同事建立良好的关系。

首先，要友好，留心同事们的需要，乐于提供帮助和接受建议。

☉How's it going?

怎么样了？

☉How are you doing on (project) ?Anything I can do to help?

在（项目）上做得怎么样？有什么要我帮忙的吗？

⊙How long have you worked here?

你在这里工作多久了？

⊙What's your plan for lunch?Care to join me?

你午餐怎么吃？愿意和我一起吃吗？

⊙I brought in some doughnuts for our coffee break.Would you like one?

我带了些甜甜圈，可以在喝咖啡休憩的时间吃，你想来一个吗？

⊙Let me know if I can help you with anything.

如果有什么我能帮忙的，尽管告诉我。

尊重你的同事

互相尊重是友好关系的基础（foundation）。尽量避免冒犯（avoid offending）你的同事。当然，如果碰上了极易得罪（easily offended）的人，那只能敬而远之了。

⊙Please let me know if I've said or done anything to offend you.I can assure you, it was completely unintended.

如果我说了什么冒犯你的话或者做了得罪你的事情，请一定要告诉我。我可以保证，那完全不是故意的。

⊙I appreciate your work on（project）.I feel like I can learn a lot from you.

我非常欣赏你在（某项目）上的工作。我觉得从你身上可以学到很多。

⊙Would you mind lending me a hand with.....

您是否愿意帮我.....

⊙Don't worry about Anna, she's like that to everyone. Don't take it personally.

别管安娜，她对谁都那样。不用在意。

⊙Maybe he's having a bad day. We should give him some space.

也许他今天心情欠佳，我们应该多给他些空间。

⊙Don't hesitate to tell me if you don't feel comfortable with..... I'll be happy to make special arrangements for you.

如果.....让你感觉不舒服，请直接告诉我，无需顾忌什么。我会很愿意为你做一些特别的安排。

别讨论让你的同事感觉不舒服的话题

个人隐私、健康问题、政治、对工作或者个人生活的埋怨，都属于应该尽量避免的话题（fall under the heading）。因为大部分人都觉得这些话题是个人的隐私，不应该在公共场合谈及。如果有人和你聊起这些话题，你可以想办法让他知道你感觉不快，或者设法改变话题（change the subject）。

A : I had to go to the doctor yesterday to check up on my heart. You know ,

I've had this pain in my arm for the last few months. And I just got over the flu. So I still have a little cough. Well, I was worried about the cough being related to my diabetes, so I.....

B : Wow, it sounds like you've had a lot of trouble with your

health. I hope you feel better soon. So what were you saying about the marketing report?

A: 我昨天不得不去找医生检查我的心脏。你知道,最近几个月我胳膊这块老是疼。而且我流感刚好,还有点轻微的咳嗽。我一直都挺担心咳嗽会影响到我的糖尿病,所以我.....

B: 哇,听起来你最近身体欠佳。希望你能尽快好起来。我想问一下你对营销报告有什么看法?

别道听途说,散布流言

办公室的流言蜚语(gossip)无非两种:一种是小道消息(office grapevine),即通过非正常渠道获得并在公司内部流传的消息;另外一种虚假信息,或者即便是真的,也关系到个人隐私。无论哪种都应避免。

A: Did you hear? Barbara, who works as a secretary for Bob Jones, just got divorced from her husband. And I heard from Sally in finance that the reason might have to do with something going on between Barbara and Bob. Can you believe that?

B: Uh.....It's probably not any of our business anyway. We'd probably better focus on our work rather than talking about rumors which may be or may not be true.

A: 你听说了吗?芭芭拉,就是鲍勃·琼斯的秘书,刚和她老公离婚了。而且我还听财务的萨莉说,好像跟芭芭拉和鲍勃的一些事有关。你信吗?

B: 嗯.....这可能不关我们的事。我们最好还是少说些是非不清的闲话,把注意力放在工作上。

总结

“关系”这个词无论对哪种文化都有着特殊的意义，尤其是抬头不见低头见的同事关系。尊敬他人、乐于助人、真诚待人；对那些性格古怪的人敬而远之；对于流言蜚语做到浊者自浊、清者自清。请相信：这样做人，你的同事就没有不喜欢你的理由了。

Words 单词表

brief简介；短暂

coffee break喝咖啡的小憩

complete完成

diabetes糖尿病

doughnuts甜甜圈

fault错误

helpful有帮助的

hesitate犹豫

marketing市场营销

mention提起，谈起

offer提供

order订单；订购

plan计划

rough draft草图

rumor谣言

several几个

standoffish冷淡的；不友好的

swamped淹没

Phrases 短语表

care to (do sth) 在意/愿意 (做某事) check up on检查，校对

do something to offend (sb) 做某事冒犯/得罪某人

Do you think I could = Can I我能否

figure it out弄明白，搞清楚

give (sb) some space给 (某人) 些空间

have a bad/good day度过坏的/好的一天

have a minute有空，有一分钟 (空闲)

How are you doing on (a project)?在做 (项目)方面
进展如何？

just have to只需要

lend a hand帮个忙，伸把手

let (sb) know让 (某人) 得知

none of our business不关我们的事

now that you mention it既然你提到了

be related to有关，和.....有关系

be supposed to (do sth) 应该 (做某事)

take (sth) personally介意 (某事)

trouble with (sth) (某事上) 遇到问题/麻烦

实景对话1

A : Hi Jamie, how's it going?How are you doing on the office orders?

Anything I can do to help?

B : I'm doing okay, thanks. The office orders are almost completed.In fact.....

there.....I'm done. Thanks for offering to help.What's your plan for lunch?Care to join me?

A : I'm not hungry, actually. I brought in some doughnuts for our coffee break. I've eaten several of them already ! Would you like one?

B : Uh, maybe later. You know, I was going to ask you about the work you did on the Martin account. Do you think I could get a copy of the brief?I think it would be helpful to me.

A : Oh, sure. I can give you a copy of it.Just let me know if I can help you with anything else.

B : Now that you mention it, would you mind lending me a hand with the marketing report?I am supposed to give the rough draft to Anna, but.....

A : Don't worry about Anna, she's like that to everyone. Don't take it personally.

B : How did you know what I was going to say?I worried whether or not I said something to offend her because she has always been so standoffish to me.

A : How long have you worked here? If you haven't realized by now, you'll just have to figure it out. She just has good days and bad days. Maybe today she's having a bad day. We should give her some space.

A : 你好，杰米，还好吗？办公订单做得怎么样？有什么要我帮忙的吗？

B : 做得挺顺利的，谢谢。办公订单差不多都完成了。事实上……就差……我做完了。谢谢你愿意帮我。你午餐怎么吃？愿意和我一起吃吗？

A : 其实，我不饿。我带了些甜甜圈在咖啡休憩时间吃，我已经吃了一些了，你来一个吗？

B : 一会儿再说吧。你知道，我来是想问一下你做的有关马丁账户方面的事情。

能给我一份概要的复印件吗？对我可能有帮助。

A : 哦，当然。我可以给你一份复印件。如果有什么我能帮忙的，尽管告诉我。

B : 既然说到这儿了，能再帮我看一下市场报告吗？我得给安娜一份草稿，但是……

A : 别管安娜，她对谁都那样。不用在意。

B : 你怎么知道我要说什么？我还担心是不是我说了什么冒犯她的话，她总是对我爱搭不理的。

A : 你在这里工作多久了？如果到现在你还没有意识到的话，那你就真该搞明白了。她时好时坏，也许今天她又心情欠佳。我们应该多给她些空间。

实景对话2

A : Hi, Anna.....Do you have a minute?I wanted to discuss something with you.

B : Well, I'm very busy.I have been so swamped.You know, I had to go to the doctor yesterday to check up on my heart. You know, I've had this pain in my arm for the last few months.And I just got over the flu.So I still have a little cough.Well, I was worried about the cough being related to my diabetes, so I.....

A : Wow, it sounds like you've had a lot of trouble with your health. I hope you feel better soon. Anyway, what I want to ask you about is the marketing report.Have you finished looking it over yet?

B : Well, if that's all you wanted to know. I can't say whether I have or not.

You know, it's not my fault that the secretary puts things in the wrong places !

A : So you're saying you haven't had a chance to look at the report yet?

B : Nope.

A : Anna, I sense that our communication hasn't been so effective. Please let me know if I've said or done anything to offend you. I can assure you, it was completely unintended.Don't hesitate to tell me if you don't feel comfortable with reviewing the reports.I'll be happy to ask someone else to do it.

B : Who else were you going to get to do it?

A : Barbara could do it.

B : Barbara?Bob Jones'ssecretary?Did you hear?Barbara just got

divorced from her husband. And I heard from Sally in finance that the reason might have to do with something going on between Barbara and Bob. Can you believe that?

A : Uh.....It's probably not any of our business anyway. We'd probably better focus on our work rather than talking about rumors which may be or maynot be true.

A : 嗨，安娜.....有空吗？我想和你聊聊。

B : 嗯，我挺忙的，都有些应接不暇了。你知道，我昨天不得不去找医生检查我的心脏。最近几个月我胳膊这块老是疼。而且我流感刚好，多少有些轻微的咳嗽。我一直都担心咳嗽会影响到我的糖尿病，所以我.....

A : 哇，听起来你最近身体欠佳。希望你能尽快好起来。不过，我就是想问一下你有关营销报告的事。你已经看完了吗？

B : 哦，如果那就是你想知道的。我不能说我完成了没有，你知道秘书把东西放错地方了，这可不是我的错！

A : 你的意思是说你还没来得及看报告？

B : 没呢。

A : 安娜，我感觉我们之间的交流一直都不顺畅。如果我说了什么冒犯你的话或者做了得罪你的事，请一定要告诉我。我可以保证，那完全不是故意的。如果审核报告让你感觉不舒服，请无需顾忌什么，直接告诉我。我会很乐意换别的人来做。

B : 你打算叫谁来做？

A : 芭芭拉能做。

B : 芭芭拉？鲍勃·琼斯的秘书？你听说了吗？芭芭拉刚和她老公离婚了。而且我还听财务的萨莉说，好像跟芭芭拉和鲍勃的事有关。

你信吗？

A：嗯……这可能不关我们的事。我们最好还是少说些是非不清的闲话，把注意力放在工作上。

和领导讨论问题 **Discussing Concerns with Superiors**

在工作中遇到问题在所难免。做何反应直接决定矛盾是否能迅速有效（quickly and effectively）地解决。如果在办公室处理问题时感觉压力重重（stressful），那去找老板当面讨论是一个不错的选择（take the initiative）。

走到领导面前时，首先要问他此刻是否有时间和你谈话，开门见山地说明谈话主题。

⊙I was wondering if you had a moment to discuss a concern I've been having with.....

我想知道您是否有时间跟我来讨论一件让我很担忧的事情。

⊙Can I talk to you for a minute?I'd like to bring up some issues that I need help to resolve.

我能和您聊一分钟吗？有一些事情我需要您的帮忙。

⊙I was wondering, is there anything we can do about.....?

我就是想知道，关于……有什么事情是我们可以做的？

⊙I have been working with a few challenges lately that I would appreciate your perspective on.

最近我在工作中遇到了些挑战，希望能够得到您的指点。

⊙Can you give me some advice about what to do about.....?

关于.....该如何做，您能给我些建议吗？

⊙Let me know if I can help you with anything.

如果我能帮你做什么，就告诉我。

评估事态

准确把握问题的严重程度（severity），确保（warrant）有和老板商谈的必要性。商讨前准备解决方案（potential resolutions），这表明你有能力分析事态并拿出解决之道。

⊙I was thinking, it might be possible to.....

我在想，也许能够.....

⊙Maybe this problem could be solved by.....What do you suggest?

也许这个问题可以通过.....来解决。您的意思呢？

⊙Perhaps.....could help resolve the issue.Do you think that is a good way to deal with it?

也许.....有助于解决这个问题。您觉得那是处理这个问题的好办法吗？

⊙The way I see it, we could do X or Y.The benefits of X are....., but I also see drawbacks.

依我看，我们可以做X或者Y。X的好处在于.....但也有一些缺点。

⊙Can you give me some direction on this?

在这个方面您能给我什么指示吗？

诚实待己

大家都不喜欢犯错，但勇于承认（acknowledge）错误有益于解决问题。把错误看作学习和提高自己本领（job skills）的机会。

⊙I realize I might have contributed to this problem by.....But I want to help solve the problem now.

我意识到可能是我.....才造成这个问题。但是我现在想帮忙解决这个问题。

⊙Perhaps if I hadn't....., things might not have developed this far.I didn't intend to make things worse, but now I want to make it better.

如果当时我没有.....事态也许就不会发展到这一步田地。我不是有意让事态更加严重的，但是现在我希望能够有所改善。

准备谈话

选择和老板谈话的合适时机，或请他安排一个适合（convenient）他的时间。可以事先记录下（jot down）要谈的内容，收集相关资料作为实例。遵守会谈逻辑格式（logical meeting format），清晰地解释问题，承认问题产生的原因，并请求建议。

A : What was the issue you wanted to talk about?

B : Our team is having problems meeting the deadline for our financial reports. I realize I might have contributed to the problem by being late in submitting our budget review.However, I think if we were able to delay some of the other projects and put them on the backburner while we move this project to the forefront, we should still be able to finish on time.Do you have any suggestions

about how we can do that?

A：你想谈什么问题？

B：我们组现在在财务报告按时完工的问题上有点麻烦。我意识到可能是由于我递交我们的预算审核晚了才造成了这样的问题。但是，如果别的项目能缓一缓，把它们挪后一点优先做这个项目的話，我们是可以按时完成的。我们能否这样做？对此，您有什么建议吗？

总结

当你遇到问题时，向领导请教他的高见是个不错的选择。为了避免被训斥，事先要做好准备工作，比如潜在的解决方案、对问题产生的原因的分析等，并以充分的实例加以说明，最后问他：“对此您怎么看？”

Words 单词表

appreciate感激；欣赏

certainly当然，确信无疑

challenges挑战

contribute贡献

deadline时限，期限

flexible灵活的，多变的

forefront前沿，最前方

grab抓，抓取

perhaps或许，也许

perspective透视

realize意识到

standoffish冷淡的；不友好的

submit提交

suggestion建议

unproductive无出产的，不毛的

Phrases 短语表

anything we can do任何我们能做的

crunch numbers处理数据

deal with处理

give direction (on sth) 在（某事上）给

have problems (doing sth) （做某事）有予指示困难

make things worse使事情更糟

on time准时

put (sth) on the back burner将（某物）保留，作为不重要的

refuse to (do sth) 拒绝做某事

resolve an issue解决问题

the most I can do我最多能做的

this far这步田地

throw (sth) out the window将（某物）扔出窗外

Why don't you (do sth) 你为什么不一 (做某事)

move back a deadline 往后调整最后期限

实景对话1

A : Mr. Jones, I was wondering if you had a moment to discuss a concern I've been having with the financial reports. Can you give me some advice about what to do about our deadline?

B : Yes, I have a few minutes to spare now. Why don't you come down to my office with me and we can talk about it.

A : Great ! Thanks ! Let me grab my notes.

B : (In office) Now what was the issue you wanted to talk about?

A : I have been working with a few challenges lately that I would appreciate your perspective on. I was wondering, is there anything we can do about the deadline for the financial reports. Our team is having problems meeting the deadline. I realize I might have contributed to the problem by being late in submitting our budget review. However, I think if we were able to delay some of the other projects and put them on the backburner while we move this project to the forefront, we should still be able to finish on time. Do you have any suggestions about how we can do that?

B : Certainly we can't throw everything else out the window while you crunch numbers for the financial reports. I don't see your suggestion as feasible.

A : Maybe this problem could be solved by moving back the deadline. What do you suggest? Can you give me some direction on this?

B : The deadline is not very flexible. The most I can do is give you a couple extra days.....

A : That just might be enough.

A : 琼斯先生，我想知道，您是否有时间跟我讨论关于财务报告的事？关于最后时限的问题，您能给我些建议吗？

B : 好的，我有几分钟的时间。你来我的办公室吧，我们可以聊聊。

A : 好极了，谢谢！我拿上笔记本就去。

B : (办公室里) 你要谈什么问题？

A : 最近我在工作中遇到了些挑战，希望能够得到您的指点。我就是想知道关于财务报告的最后时限，我们还有别的什么可以做的吗？按时完工对我们组来说有困难。我意识到可能是我递交的预算审核晚了才造成这样的问题。但是，我想如果别的项目能缓一缓，把它们挪后一点再把这个项目提前的话，我们是可以按时完成的。我们能这样做吗？对此，您有什么建议吗？

B : 我们当然不能为了处理财务报告的数据而把别的都扔到一边。我觉得这个建议不可行。

A : 也许这个问题可以通过放宽最后时限来解决。您的意思呢？在这件事情上能否给我们一些指示？

B : 最后期限是定好的。我最多能再给你几天时间.....

A : 那就够了。

实景对话2

A : Do you have a minute? Can you give me some direction on something?

B : Sure. Come on in.

A : I was wondering, is there anything we can do about an unproductive employee? We've been having some communication problems between some of the members in our department. Several of the people in my department have been having trouble with Anna Smith. Since I work with her the most, I end up having most of the difficulties. She is now refusing to work with us.

B : Have you talked to Anna?

A : I was thinking it might be possible to solve this problem by talking to her directly, so yesterday I tried. Perhaps if I hadn't offended her yesterday when I asked her to finish the budget reviews, things might not have developed this far. I didn't intend to make things worse by talking to her, but now I want to make it better. Maybe this problem could be solved by transferring Anna to a different department. What do you suggest?

B : I will have to talk to Anna and also perhaps to some of the other members of the department to find out more about the situation.

A : Perhaps the Human Resources Department could help resolve the issue.

Do you think that is a good way to deal with it?

A : 您有空吗？您能否就一些事情给点建议？

B : 当然。进来吧。

A : 我想知道，对一个消极怠工的员工，我们该怎么办？我们和部门内一些员工的沟通有问题。我们部门的几个人都和安娜·史密斯有过节。在工作上，我和她接触的机会最多，麻烦也最多。她现在拒绝

和我们一起工作。

B：你和安娜谈过了吗？

A：我想过也许可以通过当面谈解决这个问题，所以昨天我试了一下。如果昨天我让她完成预算审核时没有冒犯她的话，事态也许不会发展到这步田地。我本无意把情况搞得更糟，现在我希望能够有所好转。也许把安娜调到别的部门可以解决这个问题。对此，您有什么建议吗？

B：我会和安娜还有部门其他同事谈谈，来了解更多的情况。

A：也许人力资源部可以解决这个问题，您觉得这是解决这个问题的好办法吗？

十项全能之六 高效组织会议 Meetings

设计议程表 Designing an Agenda

会议议程表有助于与会者理解会议的目的（purpose）和内容，方便其准备工作。议程表的内容应当简明扼要、清晰易懂（understandable）。在会议召开的数日前，议程表就应该分发出去，为与会人员提供充足的时间（sufficient time）来准备。

怎样才能将日程表准备得简明扼要、清晰易懂呢？

⊙What is the purpose of our meeting today?

今天会议的目的是什么？

⊙Everybody, let's stay on track.Take a look at the agenda.

各位，让我们进入正题。来看一下议程表。

⊙I'm glad everyone could make it.Shall we start?First item on our agenda is.....

我很高兴每个人都能到会。我们可以开始了吗？我们议程表的第一项是.....

⊙Did you get a copy of the agenda for our meeting tomorrow?I sent it to your e-mail.

你收到我们明天会议时间表的复印件了吗？我发到你的邮箱了。

⊙There's a lot to talk about at the meeting on Tuesday.I hope the agenda makes matters clear.

周二的会议要谈很多内容。我希望议程表能够体现得足够清楚。

⊙I didn't get a copy of the agenda yet.Could you resend it to me?

我还没有收到议程表的复印件。你能给我再发一次吗？

会议时间

准备会议议程表的首要工作是选择合适（appropriate）的会议时间。必须确保所有的与会者都能按时到会；应当避免（avoid）在午餐后举行会议，因为那个时候不太容易集中精力（hard to concentrate）；也应当避免在下班前开会，因为不能按时（on time）下班，这难免让人有些心烦意乱。

⊙Can everyone come to the staff meeting on Thursday?It's scheduled for

11 : 00 am. If you can't make it, be sure to let me know ahead of time.

每个人都能来参加周四的员工大会吗？时间定在上午11点。如果您不能出席，请提前通知我。

⊙How about setting our meeting for Friday at 2 : 00 pm?Does that work for everyone?

把我们的会议安排在周五下午2点怎么样？大家都能接受吗？

⊙Let's begin our meeting around 3 : 00 pm.That will give us plenty of time to finish our discussion before 5 : 00 pm.

我们下午3点左右开会。这样，5点前我们就有足够的时间来完成讨论。

⊙Clear your schedules everyone.The boss has called a meeting

for Monday morning, first thing.

各位，请调整你们的日程表。老板要求优先安排周一早晨的会议。

⊙I'm afraid if we hold the meeting at 1 : 30 pm, everyone is going to be sleepy. Can we try for before lunch instead?

我担心如果我们1：30开会的话，大家都会犯困。我们能否调整到午饭前？

确认会议主旨

准备会议议程的第二步是确认会议主旨。应当在议程表的醒目位置用一句话来突出（highlight）会议的主旨，如同“使命宣言”（mission statement）一般列在议程的正上方。议程应当包含日期、时间、会议地点等重要的细节信息。

⊙This meeting should accomplish working through all the financial issues for the merger project.

此次会议应当为合并项目扫清所有的财务问题。

⊙Our game plan for the meeting on Wednesday, July 17th at 2 : 00 pm is to.....

我们对周三7月17日下午2点的会议安排是.....

⊙Our main objective for Monday's meeting is to.....The meeting begins at 2 : 00 pm and will be held in conference room 405.

周一会议的主题是.....会议定于下午2点在405会议室召开。

⊙The purpose of this meeting is to examine marketing reports, budget reviews, and customer service evaluations. Please be

prompt.Monday, September 27th , 10 : 00 am, room 7B.

我们这次会议的目的是评审营销报告、审核预算和评估客户服务。请在9月27日，星期一早上10点，到7B房间准时开会。

⊙By the end of the meeting on December 3rd at 9 : 00 am in Marsha Smith's office, we should have a working budget put together.

12月3日早上9点到玛莎·史密斯办公室召开会议前，我们得对预算工作进行汇总。

列出所有的议项

议程准备的第三项内容是列出所有的议项（items for discussion）。可以在每个议项前标明序号。应当将最主要的议项安排（arrange）在议程的最前面。在会议起始阶段，可以通过安排所有相关议题的统计数据和图标，来协助与会者解决问题（tackle the problem）。

⊙Item 1 , Staff Reports ; Item 2 , Budget Review ; Item 3 , Marketing Report.

内容一，员工报告；内容二，预算审核；内容三，营销报告。

⊙We need to talk about Sales, Marketing, Finance, and our upcoming conference.

我们需要谈论的包括销售、营销和财政，以及即将召开的座谈会事宜。

⊙The most important thing is talking about our financial auditing.Let's do that one first.

最重要的是谈论我们的财政审计，我们先从这个开始。

为每项议程分配时间

准备会议议程的第四步是为每项议程分配时间（allocate time）。对于一些需要讨论和集思广益（brainstorming）的内容可以多分配些时间，比如说议项的平均分配时间是10分钟，你可以多给出5分钟。但总体而言，早半个小时结束比“拖堂”半个小时要好得多。

A : How long should it take us to go over the budget?

B : Not more than about 15 minutes. The budget report should be pretty straight forward with no troubleshooting or problem areas.

A : 审核预算大概要多长时间？

B : 不超过15分钟。预算报告应该直截了当，不涉及疑难解答和问题领域。

总结

议程是一个会议的中心思想。一个会议是否会漫天神游、毫无建树，只要看会议议程就知道了。只有议程做到清晰扼要、简明易懂（short and simple），与会人员才会朝一个共同的主体方向来准备。一般情况下，会议议程不超过一页纸。此外，一旦议程在手，那就得不折不扣（stick to）地执行。

Words 单词表

attendance出席，到场

budget预算

customer relation客户关系

disciplinary action纪律处分

evaluation评估，评价

examine考核，检查

item项目，条款

mandatory强制的；义务的

marketing营销

minute会议纪要，备忘录

prompt提示

report报告

resend重发

secretary秘书

staff全体职员

troubleshooting疑难解答，故障排查

Phrases 短语表

Are you sure?你确定吗？

customer service客户服务

game plan行动计划，策略

go over复查，复习

haggle over讨价还价

hold a meeting召开会议

I guess我猜

It says here这里说的

last long持续很长

make matters clear搞清楚

yep是（ 俚 ）

no kidding不开玩笑

no problem没问题

pretty非常的

problem areas问题领域

take a look看下，瞧一瞧

spending all our time付出我们所有的时间

up for discussion来讨论

实景对话1

A : There's a lot to talk about at the meeting on Tuesday. I hope the agenda makes matters clear. Did you get a copy of the agenda? I sent it to your e-mail.

B : I didn't get a copy of the agenda yet. Could you resend it to me?

A : Sure, no problem.

B : Oh wait, here it is. I have a hard copy on my desk. Let me take a look.

“The purpose of this meeting is to examine marketing reports, budget reviews, and customer service evaluations.” Seems like a lot to talk about in one meeting.

C : No kidding. When is the meeting supposed to be held again?

B : It says here on the agenda , “Monday, September 27th , 10 : 00 am, room 7B. Please be prompt.”

C : I guess they don't want us to be late. What are the items up for discussion?

B : Item 1 , Staff Reports ; Item 2 , Budget Review ; Item 3 , Marketing Reports.....I hope we don't end up spending all our time haggling over the budget. That's what happened last time.

C : Nah, I don't think it will be a problem this time. Hey Bill, How long should it take us to go over the budget?

A : Not more than about 15 minutes. The budget report should be pretty straightforward with no troubleshooting or problem areas.

A : 周二的会议要谈很多的内容。我希望议程表能够体现得足够清楚。你收到议程的复印件了吗？我给你发了电子邮件。

B : 我还没有收到。你能再给我发一次吗？

A : 当然，没问题。

B : 哎，等一下，在这儿。我的桌上有个复印文本。让我看一下。“会议的目的是评审营销报告、审核预算和评估客户服务。”看来在这次会议上有不少要讨论的。

C : 说真的，会议什么时候开啊？

B : 议程上写的是“9月27日，周一早上10点，在7B房间，请准时到会”。

C : 我想他们不希望我们迟到。要讨论哪些内容呢？

B : 内容一，员工报告；内容二，预算审核；内容三，营销报告.....希望我们别把所有时间都花在预算的讨价还价上。上次就是这样。

C : 不会吧，我想这次不会这样了吧。嘿，比尔，审核预算大概要多长时间？

A : 不超过15分钟。预算报告应该直截了当，不涉及疑难解答和问题领域。

实景对话2

A : Are you going to the meeting tomorrow morning?

B : Yeah, of course. Isn't it mandatory attendance? Anyway, it shouldn't last too long.

A : Are you sure? Have you seen the agenda?

B : Yep, here it is.....

Staff Meeting, Monday, April 16th

Our main objective for Monday's meeting is to review staff evaluation reports. The meeting begins at 2 : 00 pm and will be held in conference room#405.

Welcome—Bob Johnson, HR

Minutes from last meeting—Joyce Campbell, Secretary

Reports

●Marketing Department

●Sales Department

●Finance Department

●Secretary

Schedules

●Managerial Meetings

●Staff Meetings

●Vacations

Special Needs

●Health Absences

●Employee Disciplinary Action

●Others

Other Business

A : Looks pretty straightforward to me.

A : 你参加明天的会议吗？

B : 是的，当然。不是说必须参加吗？不管怎么样，应该不会开很长时间吧！

A : 你确定吗？你看过议程了吗？

B : 是的，在这里.....

员工大会，周一，4月16日

周一会议的主题是审核员工评估报告。会议定在下午2：00，在405号会议室召开。

欢迎词——鲍勃·约翰逊，人力资源部

上次会议纪要——乔伊斯·坎贝尔，秘书处

报告

- 营销部
- 销售部
- 财务部
- 秘书处附表
- 管理会议
- 工作会议
- 假日

特别要求

- 除非病假，不得缺席
- 员工纪律
- 其他

其他事项

A：看起来真是一目了然。

有效地开场 Starting a Meeting Effectively

开会首先要准时 (on time)。一开始就定下会议基调是非常重要的，以免有人借此机会拉家常或打听隐私。

要用友好且有力的语气对与会者表示欢迎 (a warm welcome)。假如参会人员 (participants) 之前从未谋面，就要安排些许时间让他们相互介绍。另外，要记得介绍特殊来宾 (special guests) 或第一次参会的人员。

⊙Hello everyone ! Welcome and let's get started !

大家好！欢迎到会，我们开始吧！

⊙Can everyone find a seat?Let's get down to business.

大家都就座了吗？言归正传，我们开始工作吧。

⊙I'm glad everyone could make it.Shall we start?

真高兴大家都能来。我们开始吧？

⊙Before we start, let's just take a minute to have everyone briefly introduce themselves. Can we start with you?

在会议开始之前，我们先花几分钟的时间，大家简要地介绍一下自己。从你开始可以吗？

⊙I'd like everyone's attention please.Today we'd like to especially welcome (name) who is visiting us from (affiliation) .

请大家注意了，今天我们要特别欢迎来自 (某机构) 的 (某人的姓名) 来参加我们的会议。

⊙Everyone, this is (name) , he's new.Please make him feel be welcomed.

大伙儿，这是新来的 (某人姓名)。大家欢迎他！

简明地介绍议程

一开始就应明确会议目的（purpose），概括预期结果（desired outcomes）。会议开始前将议程（agendas）分发给参会人员，同时手边多备几份拷贝（copies），有必要时逐一介绍每项议程。

⊙Remember, what we want to accomplish today is to iron out the financial issues for the merger project.

请记住，我们今天的会议目标是解决合并计划的财务问题。

⊙Let's review what's on our game plan today.

让我们回顾一下今天的会议计划。

⊙To start with, let's go over our objectives for this meeting.

首先，让我们看一下今天会议的目标。

⊙On our to-do list today, we've got marketing reports, budget reviews ,

and customer service evaluations.

今天，我们的计划表上面有市场销售报告、预算审查以及客户服务评价。

⊙We should have a working budget put together by the end of this meeting.

会议结束时，我们应该有一个总体工作预算出炉。

⊙As a result of this meeting, I hope to see some more feasible projections from our Design Department.

我希望看到的会议成果是：我们的设计部门能拿出几个更加切实可行的计划。

⊙We need something we can show to the corporate offices by the end of today.

今天结束之前，我们要有能够向总部展示的东西。

防止跑题

讨论会有可能出现偏离既定议程（prescribed agenda），牵扯到无关议题上的情况（unrelated tangents）。参会人员的一些行为也会干扰会议，比如滔滔不绝、一言不发、武断批评、窃窃私语、迟到或者准备不足。对于这些干扰因素，主持人可以巧妙地提示跑题者（people stray from topic），尽快将讨论带入正轨（back on track）。

⊙Are we getting off track here?

我们现在是不是有点跑题了？

⊙Can we all live with that?

我们都能忍受那样吗？

⊙So what your saying is.....

那么你的意思是.....

⊙What have we decided?

我们的决定是什么？

借此机会促进团队合作

在会议中，团队成员（team members）有机会更好地了解别人的业务能力（professional capacities）。要知道，让所有人离开日常工作安排（normal work schedule）参加会议，对公司来说就是在投资时间和金钱。有效地（effectively）利用会议时间提高团队合作质

量，不要浪费这项投资。

⊙This meeting is a chance for us to get to know each other a little better ; a personal goal for me is to build teamwork.

这次会议可以让我们相互加深了解，我个人的会上目标则是建立团队合作。

⊙Our problem is obvious to everyone, so let's work together to solve it.

我们的问题对每个人来说都显而易见了，所以让我们一起来解决它。

⊙We'll be working together for the next several months, so I hope we can build a fluid and dynamic team.

接下来的几个月里我们将在一起工作，所以我希望我们能成为一个灵活高效的团队。

及时消除不团结因素

有时候，讨论会开得非常激烈（get quite heated）。为了有效管理，防止伤害感情，迅速化解任何潜在的有害情况（damaging situations），对于主持人来说是非常重要的。

A : So far everything the Design Department has come up with is completely useless. Don't they have any originality?Who thinks up this crap anyway?

B : Whoa, John.Take it easy.I can see you have strong feelings about this issue, but let's be fair.

A : 到目前为止，设计部想出来的都是些无用的东西。他们有什么创造性？到底是谁想出来的这些废物？

B：噢，约翰，别这么说。我知道你在这个问题上的意见很大，但我们还是客观公平些吧。

总结

事先全面地构思且分发详尽的会议日程将为你的会议打下良好的基础。一旦你开始会议，日程能帮你一步一步达到会议目标。不仅如此，推动团队建设，控制潜在矛盾将使你的会议锦上添花。一份完备的会议日程，能帮你成功地开始会议，进而有效地完成会议。

Words 单词表

agenda议程

briefly简短地

crap废物

especially尤其是

feasible可行的

finance财务

folk家伙

introduce介绍

issue事务

marketing市场营销

merger合并

objective目标

originality创造性

ought应该

prompt立即

review回顾

Phrases 短语表

as a result作为结果

come up with想出

customer relations客户关系

game plan行动计划

you all大家

iron out (problems, issues) 消除 (问题)

make (sb) feel welcome欢迎某人

on their way.....在.....的路上

pass (sth) down传递

put (sth) together归总

sore spot痛处

take a minute (to do sth) 花一点时间 (做某事)

(to be able to) make it做到

visit with (sb) 访问 (某人)

waste (sb's) time浪费 (某人的) 时间

working budget工作预算

实景对话1

A : Hello everyone ! I am glad everyone could make it this morning. Shall we start?

B : Uh.....The folks from the Design Department aren't here yet. Do you think we ought to wait for them to get here before we start?

A : I'm sure they'll be along in just a few minutes. Tina, would you mind running down to their offices to make sure they're on the way?Thanks ! I'd rather be prompt as to not waste you all's time here, so let's get right down to business. Before we start, let's just take a minute to have everyone briefly introduce themselves.Can we start with you, Tom?

B : I'm Tom, I'm in Marketing.

C : Lisa here. I'm the Number Lady, I mean, I work in the Finance Department.

D : Joe, also from the Marketing Department.

E : I'm Wen Yu, I am in customer relations.

.....

A : Thanks every one, I see the design team is here now, please try to be more prompt next time. Before we take a look at our agenda items, I'd like everyone's attention.Today we'd like to especially welcome Mr.Laiwei Zhou who is visiting us from Moxiford Industries.

F : Thank you, it's nice to be here today.

A : Now, does everyone have an agenda?Marcie, can you pass these extra copies down to the Finance people?Okay. Let's review what's on our game plan for today.....Remember, what we want to accomplish is to iron out the financial issues for the merger project.We should have a working budget put together by the end of this meeting.

A : 大家好！真高兴大家今天早上都能到。我们开始吧？

B : 嗯.....设计部的人都没到啊，你觉得我们要等他们到了再开始吗？

A : 我肯定他们马上就来了。蒂娜，可不可以麻烦你下楼到他们办公室跑一趟，看看他们是不是来了？谢谢！我想立刻开始，以免浪费大家的时间。现在开始干正事吧。在会议开始之前，我们先花几分钟的时间来简要地介绍一下自己。从你开始可以吗，汤姆？

B : 我是汤姆，营销部的。

C : 我是莉萨，是管账小姐，我是说，我在财务部工作。

D : 乔，也是营销部的。

E : 我是温玉，我在客户公关部工作。

.....

A : 谢谢大家。设计部的人都来了，希望大家下次准时到会。在我们开始议事日程之前，请大家注意了，今天我们要特别欢迎来自莫克斯福特实业的周来伟先生参加我们的会议。

F : 谢谢，非常高兴今天能来这里。

A : 现在，每个人都有议事日程了吗？玛茜，能不能把这些多的复印件递给财务部的同事？好，让我们回顾一下我们今天的会议计划.....请记住，我们的会议目标是解决合并计划的财务问题。会议结

束时，我们应该有一个总体工作预算出炉。

实景对话2

A : Can everyone find a seat please?Let's get started.

B : Can I have a copy of our agenda?For some reason I couldn't print it off my computer this morning.....

A : Sure, no problem. Here you go.Now, since you all know each other already, I won't waste time with introductions. I just want to introduce one of our new team members.Everyone, this is Ted, he's new.Please make him feel welcome.

C : Hi, everyone.

A : To start with, let's go over our objectives for this meeting. As a result of this meeting, I hope to see some more feasible projections from our Design Department. We need something we can show to the corporate offices by the end of today.Also, a personal goal for me is to build teamwork.We'll be working together for the next several months, so I hope we can build a fluid and dynamic team.

B : We're going to talk about the designs?Great ! So far everything the Design Department has come up with is completely useless. Don't they have any originality?Who thinks up this crap anyway?

A : Whoa, John. Take it easy.I can see you have strong feelings about this issue, but let's be fair.

B : Sorry, but I think we all know it's been a sore spot in our company for a while.....

A : Yes, the problem is obvious to us all. Let's work together to solve it.

A : 大家都就座了吗？我们开始吧。

B : 能给我一份议事日程吗？今天早上不知道怎么搞的，我的电脑无法打印了。

A : 当然没问题。给你。现在，既然大家都相互认识了，我就不再浪费时间介绍了。我只想介绍咱们团队的一位新成员。这是新来的特德。大家欢迎他！

C : 嗨，大家好。

A : 首先，让我们看一下今天会议的目标。我希望看到会议的结果是我们的设计部门能拿出几个更加切实可行的计划，让我们今天有能够向总部展示的东西。另外，我个人的会上目标是建立起我们的团队合作。接下来的几个月里我们将在一起工作，所以我希望我们能成为一个灵活高效的团队。

B : 我们要讨论那些设计吗？太好了！到目前为止，设计部想出来的东西都毫无用处。他们有什么创造性？到底是谁想出来的这些废物？

A : 噢，约翰。别这么说。我知道你在这个问题上的意见很大，但我们还是客观公平些吧。

B : 对不起，但我想大家都清楚，这个困扰我们公司已经有一段时间了.....

A : 是的，很明显这个问题关系到我们所有人。让我们一起来解决它吧。

集思广益 Team Brainstorming

集思广益能催生大量未经深加工（unedited）的想法。这个过程追求的是创造力。在寻求创造性解决方案和创新意识（innovate）的过程中，可以把完美主义的态度暂时放一边。探讨在先，组织完善（organize and perfect）在后。

会议开始，主持人应鼓励大家发言。

⊙Let's talk about how to solve our problem.

我们来讨论一下该怎么解决我们的问题。

⊙Anyone have any good ideas about how to address this issue?

谁有什么好办法来解决这个问题？

⊙Let's take a minute to brainstorm this issue.

让我们花些时间在此问题上集思广益。

⊙I want everyone to put their two-cents in.

我希望每个人都能表达自己的观点。

⊙Let's get creative, people !

各位！让我们开动脑筋吧！

⊙What do you think we should do about.....?

对于.....你们有什么想法？

如何开始

选出（delegate）一人或多人来负责在挂图或白板上做记录。鼓励组员或队员

无论从何处讲起（start anywhere）都可以。鼓励他们积极思

考，自由发言。

⊙Jamie and Terry, can I get you two to act as scribes for today's brainstorming session?Here, take a dry-erase pen.

杰米和特里，能否劳烦二位在今天的讨论会上扮演速记员的角色？在这里拿一支白板笔。

⊙Larry's taking the notes, everyone speak up so he can hear you.

拉里负责记录，每个人发言都要大声点，以便他能听清。

⊙Any possible answer is good.Let us know what you're thinking.

任何有可能性的答案都是好的。让我们了解了解你们是怎么想的。

⊙Let's get started.Who has the first idea?Let's keep them coming, guys !

我们开始吧。谁先发言？各位，让我们积极踊跃些！

⊙Thanks, Lucy.Great idea.What else we got?

谢谢，露西。好想法。还有别的意见吗？

⊙Don't worry about feasibility.Just tell us your ideas.

不用担心可行性。告诉我们你的想法就行。

谢绝批评

批评，即便是出自善意也会将创意思维扼杀在摇篮中（ Criticism, even well-meant, kills creativity ）。在集思广益讨论会（ brainstorming session ）期间，不允许有任何形式的批评存在，“深

加工”的过程可以放在会后。无论什么想法，即便是有些怪异（weird），都应该“来者不拒”。不必在意任何的拼写、发音或语法的错误。“那是个很蠢的主意”这种话千万不能说。会后找时机再讨论这些想法的价值。

A : What if we solved this problem by offering employee incentives?

B : I don't think that would work. It'd be too difficult to administer.

C : Wait a second, Bill. Save the criticism for later. Jill, keep those ideas coming. Employee incentives sound great.

A : 通过给员工发奖金的办法来解决这个问题怎么样？

B : 我觉得那行不通，操作起来太困难了。

C : 等一下，比尔。先别急着批评。吉尔，请继续阐述你的想法。员工奖金听起来不错。

数量VS质量

记录下的想法越多越好。集思广益讨论会的目的在于在有限的时间内形成（generate）尽可能多的主意。为了提高记录的完整性，可以使用些缩写语（abbreviations）。总之，要积极促成思想的自由跳跃。

⊙Good idea, Taylor ! What else can you come up with?

好主意，泰勒！还有什么好主意吗？

⊙Thanks for your contribution, Peggy. Can anyone else think of something along those lines?

佩吉，非常感谢你的建议。还有谁对此有别的想法？

⊙I like what Barbara just said, let's keep that idea going.

我认可芭芭拉刚才表述的。让我们继续讨论这个想法。

⊙John just mentioned letting Human Resources handle things. Who else has a different idea?

约翰刚才提到由人力资源部来处理这些事。谁有不同意见？

组织

创意阶段之后紧跟着组织阶段。让参与人员将类似的内容归类（belong together），然后把集思广益所得到的主意分成3到7类，对每一类（category）进行命名。分类结束后，总结展示成果，并对大家的辛苦工作表示感谢和祝贺（congratulate them）。

⊙Thanks everyone for your contributions. Let's take a look to see how they all fit together.

感谢大家的建议，我们来将它们组合一下。

⊙Mary, Tom, Larry..... Can you spearhead putting the ideas on the board onto three different lists. Try to organize them a bit.

玛丽、汤姆、拉里.....你们能否带头把这些想法分成不同的三组写到白板上。试着把它们组织一下。

⊙Thanks everyone for putting your ideas forward ! Let's take a look and see what we've got.

感谢各位能够各抒己见。让我们看看都有哪些收获。

总结

所谓集思广益就是要畅所欲言，出谋划策。“仁者见仁，智者见智。”重在创新，出的主意可以不专业、可以不够完美，但绝不可以

妄加评判，尤其是在会议上。只有这样大家才能踊跃发言、自由畅谈。所有想法都应当记录下来，认真分类，之后逐项加以讨论。

Words 单词表

administer管理

authorize授权，批准

demand要求，需求

excuse借口

expect期待，盼望

incentive奖励，激励

increase增长

issue问题；议点

morale士气；民心

offer提供；报价

overtime超时

prompt提示

socialize社交，交际

sponsor赞助商

tardiness拖延，迟到

unfair不公平

Phrases 短语表

act as scribe担任书记员/抄写员

address an issue应付/处理这个问题

agree with (sb) 同意 (某人)

come up with想出

compensate for (sth) 补偿 (某事)

deal with处理

dry-erase pen白板笔

have problems with在 (某方面) 有问题

keep (sth) coming继续 (某事) 提出

lunch break午餐休息

keep the midnight oil burning熬夜，开夜车

let (sb) handle (things) 让 (某人) 掌握 (某事)

put (sth) forward假设 (某事) ，假想 (某事)

work at home在家工作

put in long hours花费很长时间

put in your two-cents表达你的想法

spearhead先锋

take notes记笔记

take work home (with you) (你) 把工作带回家

work overtime加班

实景对话1

A : One issue we have to discuss today is how to deal with something we've had increasing problems with here in the office. That is increasing tardiness among the staff.I realize that many of you put in long hours of overtime and sometimes keep the midnight oil burning all the way until the wee hours of the morning some days.But I feel it's become an excuse.We have to come up with a way to keep our office staff prompt.Let's talk about how to solve our problem.Anyone have any good ideas about how to address this issue?

B : I think it's unfair to expect someone to work overtime until 2 : 00 or 3 : 00

am, and then demand they show up promptly at 9 : 00 am the next morning.

A : I am sure many people agree with you. Let's take a minute to brainstorm this issue. I want everyone to put their two-cents in.Jamie and Terry, can I get you two to act as scribes for today's brainstorming session?Here, take a dry-erase pen.Let's get started.Who has the first idea?

C : What if we offered a longer lunch break to compensate for the late night hours?

A : Good idea, Taylor ! What else can you come up with?Let's get creative , people !

D : Could the company authorize some people to work at home, if they have a project that will make them work so late at night?

E: What if we solved this problem by offering employee incentives? F: I don't think that would work. It'd be too difficult to administer.

A: Wait a second, Bill. Save the criticism for later. Jill, keep those ideas coming. Employee incentives sound great. Any possible answer is good. Let us know what you're thinking.

A: 我们今天来讨论一个导致办公室中诸多麻烦的现象，那就是员工中日益严重的迟到问题。我了解到你们当中很多人都加班加点，有时候熬夜到凌晨好几点。但是我觉得这已经变成迟到的借口了。我们必须找出一个能保证办公室职员准时准点来上班的方法。我们来讨论一下该怎么解决这个问题，谁有什么好办法能解决这个问题？

B: 我觉得要求某人工作到凌晨两三点，第二天早上9点准时上班有些不公平。

A: 我肯定很多人都和你的意见一致。让我们花些时间在此问题上集思广益，我希望每个人都能表达自己的观点。杰米和特里，能否劳烦二位在今日的讨论会上扮演书记员的角色？在这儿拿一支白板笔。我们开始吧。谁先发言？

C: 我们提供稍长一些的午餐休息时间来补偿晚上加班怎么样？

A: 好主意，泰勒！还有什么好主意吗？各位！让我们开动脑筋吧！

D: 如果有些项目，大家不得不工作到那么晚，那公司是否可以授权这些人在家工作？

E: 通过给员工发奖金的办法来解决这个问题怎么样？

F: 我觉得那行不通，操作起来太困难了。

A: 等一下，比尔。先别急着批评。吉尔，请继续阐述你的想

法，员工奖金听上去不错，无论什么回答都是好的。让我们了解了解你是怎么想的。

实景对话2

A : Larry's taking the notes, everyone speak up so he can hear you. What do you think we should do about improving customer service? John just mentioned letting Human Resources handle things. Who else has a different idea?

B : We could pull in some outside customer service training. Or maybe get the department heads signed up for some customer service workshops.

A : Thanks for your contribution, Peggy. Can anyone else think of something along those lines?

C : Maybe it's just a matter of improving company morale. If the workers are happier, they will be nicer to the customers.

A : I like what Barbara just said, let's keep that idea going.

B : Well, if we wanted to improve company morale, one thing we could do is sponsor more outside events and activities for employees to socialize outside of work.

D : Yeah, like maybe a sport's team or an enrichment class or something. E : That would be fun.

A : Thanks everyone for putting your ideas forward ! Let's take a look and see what we've got. Mary, Tom, Larry.....Can you spearhead putting the ideas on the board into three different lists. Try to organize them a bit.

A : 拉里负责记录，每个人发言都要声音大点，以便他能听清。

对于我们提升客户服务你们都有什么想法？约翰刚才提到说由人力资源部来处理这些事，谁有不同意见？

B：我们可以请人来做客户服务培训，或者让部门领导参加客户服务培训。

A：佩吉，非常感谢你的建议。还有谁对此有别的想法？

C：也许只需要提高公司的士气。如果员工们都很开心，那他们对客户也会更好。

A：我认可芭芭拉刚才表述的。我们来继续讨论。

B：那如果我们要提高企业的士气，有一件事情我们可以做，那就是举办更多的员工户外活动来促进交往。

D：是的，比如组织运动队或者丰富才能的课堂，或是其他的。

E：那会很有意思。

A：感谢各位能够各抒己见。让我们看看都有哪些收获。玛丽、汤姆、拉里……你们能否带头把这些想法分成不同的三组写到白板上。试着把它们组织一下。

提出一个论点 **Presenting an Argument**

会议的类型五花八门。但是，有一种会议是在主席（chairman）主持下的正式会议（formal meeting）。主持引导这样的正式会议时，大部分用词都是格式化的（stylized），也就是说一样的话被用在所有的情景之中，当然也根据“正式”程度的不同划分。

开门见山，点名议题

⊙I would like to begin by saying.....

首先我想说的是.....

⊙The most important points seem to me to be.....

在我看来最重要的议点是.....

⊙To begin with.....

以.....来开始

⊙First ,second ,third ,finally ,

首先.....其次.....再次.....最后.....

⊙First, let's consider.....

首先，让我们考虑.....

⊙There are four points I would like to make.....

有四点我要说明.....

介绍新的议题

⊙In addition.....

此外.....

⊙Not only do we have..... , but also.....

不仅仅要做我们手头的.....而且还有.....

⊙Furthermore ,

此外.....

⊙I would like to address another issue briefly, that of.....

我想简略地处理一个问题，那就是.....

⊙Another problem I'd like to focus on is.....

我想另外的一个值得关注的问题就是.....

⊙Moreover ,

还有.....

举例说明，对比表达

⊙A case in point is.....

一个典型的例子就是.....

⊙Let me give you an example.....

让我来给你们举一个例子.....

⊙On one hand..... , on the other hand.....

一方面.....另一方面.....

⊙In spite of..... , we should still remember.....

尽管.....但我们仍然应该记得.....

归纳总结并表明个人倾向

⊙On the whole.....

总的来说.....

⊙Overall.....

总之.....

⊙All things considered.....

从整体来看.....

⊙I'd rather see.....

我倾向认为.....

⊙I'd like.....

我想要.....

综合论述

⊙Let me conclude with.....

让我们以.....来作为总结。

⊙Finally ,

最后.....

⊙Let me conclude by reiterating that.....

让我最后重申.....

⊙To summarize, I'd like to say.....

作为总结，我想说.....

⊙Allow me to conclude by saying.....

请允许我最后说.....

总结

“提出一个论点”可以被理解为表明自己的一个观点，无论是举例还是对比，概括还是下结论，都在为自己的观点服务，都是要告诉别

人你想听到什么或者你倾向什么。

Words 单词表

accommodate容纳；协调

accommodation住宿

elaborate详细述说；详细的

eliminate消除，删除

earmark专用

fiscal财政的，财务的

gain赢取；赚取

generation产生，生成

monies款项，资金

oversight监督；检查

popular受欢迎的

proper合适的，适宜的

prudent审慎的，谨慎的

reiterate重申

resource资源，财力

spending支出，经费

taxpayer纳税人

venue地点

Phrases 短语表

auditing action审计行动

check and balance制约平衡

discuss an issue讨论事宜

earmark for预留的

governing body主管机构

historical tourist site历史旅游景点

influx of (sth) (某事物) 涌入

lighten a burden减轻负担

operating fund营运资金，周转基金

pave roads铺路

pressing issue紧迫问题

sheer number大量，众多

take a moment (to do sth) 花一点时间来做 (某事)

tax cut减税

tax increase增税

vote on (sth) 表决 (某事)

实景对话1

A : Before we vote on it, let's take a moment to discuss the issue. George ,

I believe you know more about the new tax cuts than anyone else. Would you care to share with us?

B : I'd be happy to. I would like to begin by saying tax increases are never popular, and everyone is interested in cutting taxes. However, the most important points seem to me to be the generation of fiscal resources and the check and balance of prudent spending.

A : Very well.....

B : To begin with, the only way that governmental bodies can gain their operating funds is to collect taxes or to impose use fees. First, we all agree that we'd like to lighten the burden on taxpayers, but are unsure if tax cuts are the best way to do it. Second, we also agree that we need to find ways to generate more funding. Third, supporters of the tax cut propose that more funding can be generated by shifting around the current budget. Finally, I'd like to suggest that it is impossible to shift around the current budget without proper oversight from an outside agency.

A : Could you elaborate?

B : Let me give you an example. If the council were to start shifting monies around without an outside overseer auditing their actions, perhaps funding specifically earmarked for the schools would end up being used to pave the roads. On one hand, we are solving pressing financial issues, on the other, we are robbing Peter to pay Paul.

A : Understood.

B : Allow me to conclude by saying, even though tax cuts seem like a good idea, they introduce problems into our budgeting system. We cannot keep a balanced budget by shifting funding. To reiterate, we must have some form of financial oversight.

A : 在我们进行表决以前，让我们先讨论讨论这个问题。乔治，我相信你比任何人都了解新的减税计划，你是否愿意和我们分享一下？

B : 我很乐意。首先我想说的是增税从来就不受欢迎，而每个人都对减税兴趣盎然。但是，在我看来最重要的是新的财政资源生成和审慎开支的制衡。

A : 太好了.....

B : 首先，政府机构是通过征税或强制收取使用费来获取运转资金的。第一，我们大家都同意要减轻纳税人负担，但是不能肯定减税是最好的途径。第二，我们也同意要开辟途径来获取更多的运转资金。第三，减税的支持者建议通过调整预算来获取更多的资金。最后，我想说，如果没有外部机构合理的监督，调整预算是不可能实现的。

A : 能详细说明一下吗？

B : 让我来给您举个例子。如果没有对其行为的审计监督的话，地方议会可能将专用于学校的拨款用于铺路。一方面我们正在解决财政压力的问题，而另一方面我们要挖肉补疮。

A : 明白。

B : 请允许我总结说明，尽管减税看起来是个好主意，但是它会给我们的预算系统带来麻烦，转移资金很难确保预算的平衡。重申一下，我们必须得有某种形式的财政监督。

实景对话2

A : Now to the next item on our agenda, discussing the venue for the international convention. Susan, did you have something to say about this item?

B : Yes, thank you. There are four points I would like to make. First, to begin with, attendees for this convention will be coming from all areas of Asia, so I believe the city we choose to hold our event in must be easily accessible from international origins. That would eliminate some of our choices. In addition, not only do we have people coming from outside of China, but we also have language issues to address. We'll have to be able to accommodate those people who may not speak local languages. That would mean choosing a venue that has available translation support.

A : That is very insightful.....

B : Moreover, because we expect an influx of thousands of visitors to the conference, we've got to consider accommodations. Another problem I'd like to focus on is the fact that three out of five of our choices are small cities which may not be able to handle the sheer numbers.

A : So that would leave two cities, Shanghai and Beijing.

B : My fourth and final point, is that first-time visitors to China would also be most interested in an area that would have more historical tourist sites. To summarize, I'd like to say that I see our only viable option for this convention is Beijing.

A : 现在我们进入议程的下一项，讨论关于国际公约（签署）场地事宜。苏珊，关于这项您有什么要说的吗？

B : 是的，谢谢。有4点我要说明。首先，该公约活动的参与者来

自亚洲各地，所以我认为我们要选择的城市需有地缘优势。这样我们的很多选项将被排除。此外，还有来自中国以外的国家的人，因此我们还得解决语言问题，必须为这些有语言障碍的人提供便利，那就意味着要选择一个有合适的语言翻译的场地。

A：这倒是很有见地……

B：还有，因为预料会有大量的访问者参加该大会，那我们就一定得考虑住宿。

另外一个值得关注的问题是，我们手头5个可供选择的城市有3个是小城镇，这3个小城镇无法应对那么多的来访者。

A：这样说来就剩两个城市了——上海和北京。

B：我想说的第四点也就是最后一点，第一次来中国的访问者会对历史旅游景点表现出极大的兴趣。总之，我认为，在我看来我们这次签约的唯一选择是北京。

让你的建议被采纳 **Making Your Suggestion Heard**

你有一个很好的想法，而且你也深信它能改进（improve）工作，甚至可以帮公司省钱（save money）。你的想法能否实现完全取决于（depends on）你能否让别人采纳你的建议。

展示想法并且得到采纳需要一套详细的计划。首先要提醒别人注意，说出你的大致目的。

① I have some ideas that might make a difference in this area.

我有些想法可能会在这个方面有所作为。

② Can I set a meeting with you sometime to discuss ways we

can save money and improve our service?

我能否当面与您讨论一些既可以省钱又能提高我们服务的办法。

⊙I'd like to take the opportunity to present a few new options.

我希望能有机会介绍一些新的选项。

⊙Do you have time?I'd like to share a couple ways we can do better.

您有时间吗？我很愿意和您分享几个让我们能够做得更好的方案。

⊙This idea could revolutionize the way we do business.

这个想法能给我们的生意带来革命性的改革。

⊙I guarantee you'll be interested in what I have to say about this issue.

我保证您会对我所说的感兴趣。

列出事实

做好背景调查来保证你想法的可行性。数据是最直接有效的说服工具。决策层

只有在精准的数据和事实（accurate data and facts）面前才会考虑做决定。

⊙The sales stats from our competitors confirm that this is a market we have yet to effectively reach.

从我们竞争对手那里的销售统计数据来看，我们还没有对市场进行有效地覆盖。

⊙I have the budget projections here.You can see that if we implement my suggested changes, we'd actually be saving money in the long run.

我这里有份预算评估。您可以看到如果实施我所建议的变革，从长远的角度来看，我们是省钱的。

⊙I've done the research into this issue, and it has become very clear that we need to do something fast before we fall too far behind. I suggest.....

我已经做了这方面的调研，我们必须尽快采取措施，不然就会落伍，这个情况越来越明了了。我建议.....

⊙If you look at the data, you'll see that we can make a few minor adjustments and approve our consumer ratings very easily.

如果你留意一下数据，你就会发现只需做小小的调整就能够轻松地提高我们的消费者评价。

⊙Marketing data suggests that we can make some simple changes and see increased success.

市场数据表明我们只要做简单的改动就能见成效。

证明

做一个包含投资收益分析（cost-benefits analysis）的商业计划书（business plan），以此证明通过你的主意可以赚/省很多钱。

⊙Implementing these changes will cost us in the beginning.I've estimated that we will spend around\$10,000 initially. However, our investment returns tenfold.

实施这些改革在初期对我们来说是要花些费用的。我估计大约开始时需要投入1万美元。但是，我们的投资会以10倍的形式返还。

⊙According to our numbers, if we were to make these changes, we'd be seeing an increase of profit by 20 percent.

据我们的数据显示，如果做这些更改，收益将增加20%。

⊙I've prepared a business plan. Here's a hard copy of the material. If it is more convenient to have a soft copy, I will send that to your e-mail later. 我已经准备好了一份商业计划。这是这些资料的复印件。如果你觉得邮件更方便的话，我随后将它们发到你的电子邮箱。

⊙The cost-benefit analysis of my idea shows an increased profit within the third quarter of implementation.

我这个想法的投资收益分析表明执行三个季度后利润额就会增加。

态度积极，解决问题

通过你的工作来改善状况，而不是埋怨问题的存在。提出你的解决方案而不是指手画脚（pointing fingers）或者怨天尤人（blaming others）。

⊙For whatever reason this hasn't worked in the past, I think that we can overcome the problems currently facing us, if we'd only.....

无论出于什么原因，在过去都没有见效。我认为我们能够克服目前面临的困难，只要我们.....

⊙Here's an idea that might help.....

这里有个想法可以帮助.....

⊙Even though we've struggled with this in the past, I think there is something we can do about it. If we just.....

尽管一路走来很艰辛，但我仍觉得有些事情是能够做到的。如果我们只是.....

使用幻灯片演示软件来展示思路

这样看起来会非常专业 (look like a pro)，并且能够调动起每个人的兴趣。争取某个专家来支持你 (to back you up)，他会从专业角度来验证你列出来的事实并回答所有问题。

A : So as you can see from my fiscal projections, this has the potential to save us a lot of money.

B : I see.....

A : But you don't just have to take my word for it, I've invited our head accountant, Bill Monroe, to explain exactly how this would work.

A : 正如您在我的幻灯片上看到的一样，它很有可能帮我们省一大笔钱。

B : 明白了.....

A : 您也没必要只听我的一面之词，我已经邀请了我们的财务主管比尔·门罗来详细解释这个问题。

总结

劝说别人是周密准备、步步为营的心理攻坚战。列数据、摆事实，以缜密的计划来证明你的信心不是空穴来风。无论是幻灯演示的硬件条件，还是请专家表态支持的人力资源，但凡能增强说服力的方法，都可大胆采用。别忘了说明自己的建议会给公司带来的利润，攻克听众的最后防线。

Words 单词表

concern关心，重视

couple一对

demographic人口；人口统计；人群

development发展，开发

effectively有效的，起作用的

figure金额；数据；图形

guarantee担保，保证

implement实施；实现；工具

initially最初，起初

overhead日常开支

PPT presentation幻灯片（或演示文档）演示

present礼物

product line生产线，产品线

projection投影，放映

quarter季度；四分之一

revolutionize彻底变革，革命化

suggested建议

summary摘要，概要

Phrases 短语表

consumer confidence消费者信心

do better做得更好

do business做生意

do research into (an area) 对 (某领域) 研究

fall behind落后，跟不上

focus on聚焦，集中

for whatever reason不管什么原因

get (sth) on my desk by (deadline) 在 (某时间前) 将 (某物) 送到我的办公桌上

Got time?有空吗？

hard copy硬拷贝 (复印文本)

have (sth) to say有 (事) 要讲

in the long run从长远来看

make a difference有影响，有所作为

open a market开拓/打开市场

reach a market覆盖市场

sales stats销售统计

set a meeting设置/召开会议

take an opportunity借此机会

with regard to关于；至于

实景对话1

A : Harry, can you review the sales reports and get a summary on my desk by Friday?

B : No problem. Actually, with regard to our sales in this quarter, I have some ideas that might make a difference. Can I set a meeting with you sometime to discuss ways we can save money and improve our sales?I guarantee you'll be interested in what I have to say about this issue.

A : How much time do you need?You got time now?

B : Sure. Do you have time?I'd like to share a couple ways we can do better.

It should only take about ten minutes to discuss with you. I have a PPT presentation I can show you.This idea could revolutionize the way we do business.

A : Is that right?Well, get your computer and meet me in my office in five minutes.

B : Great !

B : (5 minutes later) I'd like to take the opportunity to present a few new options. Here are our sales figures from last quarter.I've done the research into this issue, and it has become very clear that we need to do something fast before we fall too far behind.I suggest opening up a new market to a new demographic.

A : A new demographic?

B : The sales stats from our competitors confirm that this is a market we have yet to effectively reach. I know you may be

concerned about the cost of opening a new market, but take a look.I have the budget projections here.You can see that if we implement my suggested changes, we'd actually be saving money in the long run.

A : Hmmm.....

B : But you don't just have to take my word for it, I've invited our head accountant, Bill Monroe, to explain exactly how this would work.

A : 哈里，你能审核一下销售报告并且起草一份概要，周五之前放到我的办公桌上吗？

B : 没问题。事实上，就本季度我们的销售业绩来看，我有些想法可能会有所作为。您能否安排一下，我们来讨论一下既可以省钱又能提高销售业绩的办法？我保证您会对我说的感兴趣。

A : 你要多长时间？你现在有时间吗？

B : 当然，您有时间吗？我很愿意和您分享几个让我们能够做得更好的方案。

可能只需要10分钟的讨论时间。我可以给您看幻灯片演示。这个想法可能给我们的生意方式带来革命性的变革。

A : 真的吗？那好吧，带着你的电脑5分钟内到我的办公室。

B : 太好了！

B : (5分钟后) 我想借这个机会给您介绍一下我们的新选择。这是我们上个季度的销售数据。我已经做了这方面的调研，我们必须尽快采取措施，不然就会落伍，这个情况越来越明了了。我建议针对新的（消费）人群，开辟新的市场。

A : 一个新的消费人群？

B : 从我们对手的销售统计数据来看，我们还没有做到有效地覆盖。我理解您对开辟一个新市场的担忧，但是看一下，我这里有份预算评估。您可以看到如果实现我建议的变革，从长远的角度来看，我们事实上是省钱的。

A : 嗯.....

B : 您也没必要只听我的一面之词，我已经邀请了我们的财务主管比尔·门罗来详细解释这个问题。

实景对话2

A : Have you seen the consumer ratings for our new product line?

B : No, not yet. Are they bad?

A : Here's a copy of the report. Read it and weep !

B : Oh Jeez. Well, Even though we've struggled with consumer confidence in our products in the past, I think there is something we can do about it. For whatever reason our marketing strategies haven't worked in the past, I think we can overcome the problems currently facing us if we'd only focus more on product development.

A : Product development?

B : If you look at the data, you'll see that we can make a few minor adjustments and approve our consumer ratings very easily. Marketing data suggests that we can make some simple changes and see increased success.

A : Wouldn't it be costly?

B : Implementing these changes will cost us in the beginning. I've estimated that we will spend around\$10 , 000 initially.

However, our investment returns tenfold. The cost-benefit analysis of my idea shows an increased profit within the third quarter of implementation.

A : Do you have something more concrete?

B : I've prepared a business plan. Here's a hard copy of the material. If it is more convenient to have a soft copy, I will send that to your e-mail later.

A : 你有没有看过消费者对于我们新产品线的评价？

B : 还没。糟糕吗？

A : 这儿有一份报告的复印件。看看，真是欲哭无泪啊！

B : 哦，天哪。尽管我们曾经为赢取客户对以往产品的信心而费劲挣扎，但是，有些事情我们还是能够做到的。不管出于什么原因，我们原先的营销战略看来没有起效。如果能够集中更多的精力到我们的产品发展上的话，我们就能够克服目前所面临的困难。

A : 产品发展？

B : 如果留意一下数据，你就会发现，我们只需做小小的调整就能够轻松地提高消费者的评价。市场数据表明我们只要做简单地改变就能见成效。

A : 会很贵吗？

B : 实施这些改革在初期对我们来说是要花些费用的。我估计开始时需要投入1万美元。但是，我们的投资会以10倍的数额返还。我这个想法的投资效益分析表明，在执行的三个季度后利润额就会增加。

A : 有没有更具体的？

B：我已经准备了一份商业计划。这是这些资料的复印件。如果你觉得邮件更方便的话，我随后将它们发到你的电子邮箱。

表达观点 Giving Opinions

在英语中，表达观点的方式有很多种。根据你所要表达观点的语气强弱来选择合适的表达方式。

提示别人你有话要说。

⊙In my opinion.....

在我看来.....

⊙Generally speaking, I think.....

通常来说，我认为.....

⊙Personally, I think.....

我个人认为.....

⊙The way I look at it.....

就我看.....

⊙I'd just like to say.....

我只是想说.....

⊙I'm quite convinced that.....

我非常确信.....

⊙To be quite honest/frank.....

老实说/坦白说.....

⊙If you ask me.....

如果让我说.....

表达相对中立的观点

既然不愿与对方的观点“相去甚远”，就应当更多地照顾对方的立场，尽可能表现得柔和一些，尽可能体现出你“个人”的感觉。

⊙I think.....

我想.....

⊙I feel that.....

我觉得.....

⊙As far as I'm concerned.....

依我看.....

⊙As I see it.....

在我看来.....

⊙In my view.....

以我的观点.....

⊙I tend to think that.....

我倾向认为.....

表达较强的观点

除了强调“个人”的同时，可以加上“肯定”“绝对”“坚持”“无疑”等副词来增强你的肯定语气。

⊙I'm absolutely convinced that.....

我坚决认为.....

⊙I'm sure that.....

我肯定.....

⊙I positively maintain.....

我积极坚持.....

⊙I strongly believe that.....

我坚信.....

⊙I have no doubt that.....

对于.....我确信无疑。

询问别人的观点

如果总是用“What's your opinion”多少有些乏味，可以试试下面的不同说法。

⊙What do you think?

你怎么认为？

⊙What's your view?

你有什么样的观点？

⊙How do you see the situation?

你怎么看这个情况？

⊙What's your take on it?

你怎么看？

总结

如果你只是想让对方了解你的想法，在意的是探讨的过程而非谁赢谁输，一个“我想”或“我认为”就行了。如果你想“得理不让人”，一定要辩出个是非曲直，那就通过一些副词来增强语气，例如“我坚信”或“我肯定”。

Words 单词表

candid直率的

catchy引人注目的；动人的

combine结合，集合

compromise妥协

consolidate巩固，合并

criticism批评

eliminate消除；淘汰

evaluation评估；评价

feedback反馈，回馈

impending临近，即将发生

integrity整体性

optimistic乐观的

organization组织，机构

overhead开销

payroll薪金

pessimistic悲观的

position位置，职务

prefer倾向，更喜欢

rearrange重新整理，重新安排

submit提交

unrest动荡，动乱

Phrases 短语表

Artistic Department艺术部

conserve funds节约资金

crazy (for doing sth) 疯狂 (做某事)

cut back (cost) 削减成本

(do sth) on purpose故意 (做某事)

economic recession经济衰退

flow freely自由流动

generally speaking总体而言，一般来说

get here抵达这里

go ahead继续

have something to do with.....和.....有关系

in order to为了，以便

be not too fond of不太喜欢

ought to (do sth) 应该 (做某事)

pink slip解雇通知书

tend to倾向于

to be related有关系，和.....相关

up for discussion来讨论

实景对话1

A : Hello everyone ! Let's start our meeting. The first item up for discussion is evaluation of our new logo design.

B : Uh.....The Artistic Department isn't here yet. Personally, I think we ought to wait for them to get here before we start. Since it's their design, I feel that they should be here when we discuss their work.

A : In my opinion, it might be better if we discussed their design before they got here. I'm quite convinced that people will be more candid about their opinions of the design if the artists aren't sitting here listening. In fact, I put this discussion item first and asked the Artistic Department to come later on purpose. I have no doubt that honest criticism will flow more freely this way.

B : If you ask me, I still prefer that they were here to get feedback on the design. But if you think this is a better way..... Let's go ahead.

A : Okay, If everyone can take a look at the overhead

projection. Here are three different logo designs the artistic team submitted. Jim, what's your take on these logos?

C : To be quite honest, I'm not too fond of any of them. The way I look at it, we should have something a little catchier, something more modern, more colorful. I feel that all three of these designs are too boring.

A : 大家好，我们开始开会吧。第一个讨论的议项就是评审我们新的标志设计。

B : 嗯……艺术部的还没有到。我个人认为我们应该等他们到了以后才开始。

因为这是他们设计的，我觉得我们讨论他们的工作的时候，他们应该在场。

A : 依我看，在他们来之前我们就讨论他们的设计更好。我认为当艺术家不在场时，人们讨论他们的设计才会畅所欲言。事实上，我是有意首先讨论该项的，并且让艺术部的人晚点来。我坚信只有这样，诚实的批评才会更加自然地涌现。

B : 但如果让我说，我还是倾向于他们在场，这样他们能够得到对设计的反馈。

但是如果你觉得那样更好……我们就开始吧。

A : 好的，请大家看幻灯片，这里是艺术部提出的三个不同的标志设计。吉姆，你怎么看这些标志？

C : 老实说，没有一个是我非常中意的。在我看来，应该更易懂、更时尚、更鲜艳些，我觉得这三种都比较乏味。

实景对话2

A : So what's your view on the new company organization?If

you ask me ,

I think Human Resources was crazy to combine the sales team and the marketing team into one department.

B : Generally speaking, I think that most people would disagree with this arrangement. I'd just like to say I think it's a usual way to try to deal with employee unrest.

A : Unrest?I'm absolutely convinced that it wasn't unrest that caused the rearranging. I'm sure that it had something to do with payroll.I strongly believe that they wanted to cut back on the cost of employees, so they decided to consolidate the departments.

B : You think that they consolidated the departments in order to eliminate some positions and lay people off?With the economic recession, I have no doubt that they are trying to conserve funds, but I tend to think that they wouldn't compromise the integrity of the departments.

A : Are you sure?As I see it, the realignment and impending pink slips are definitely related. How do you see the situation?

B : I like to think a little more optimistic about things.

A : 你对新的公司组织结构有什么想法？如果你问我，我认为人力资源部将销售部和营销部合并成一个部门的做法实在是有些疯狂。

B : 一般说来，大部分人都会对这个安排持反对意见。我只能说这是应对员工不安状态的普通方式。

A : 不安状态？我坚决认为并非是不安状态造成了这样的重组。我肯定这和工资管理有关系。我非常肯定他们是想削减员工开支，所以才合并了部门。

B：你认为他们合并部门旨在削减职位并且解雇员工？随着经济的衰退，我相信他们正在节约资金，但我还是倾向认为他们不会因此违背部门的整体性。

A：你肯定吗？照我看，调整以后紧接着就是解雇通知书。你怎么看？

B：我倾向于对这些保持更乐观的态度。

赞同、反对和妥协 Agreeing, Disagreeing, and Compromising

在日常生活中，我们要接触各种类型的人，当然也包括要接触（in contact）那些不同类型的人和想法不一样的人。不赞同并不是要声嘶力竭、怒发冲冠。和一个与你观点背道而驰的人彬彬有礼（polite）地讨论是需要技巧和实践锻炼的（skill and practice）。

表达赞同

赞同别人的观点，除了可以说“I agree with you”以外，还有其他很多种说法。你也可以用“absolutely”“exactly”“no doubt”等副词或短语来增强肯定语气。

☉I agree with you 100 percent. That's so true.

我百分之百赞同，那是正确无误的。

☉I couldn't agree with you more.

我完全赞同您。

☉Tell me about it !

给我说说吧。

⊙No doubt about it.You're absolutely right.

毋庸置疑，您完全正确。

⊙Absolutely.You have a point there.

毫无疑问，您说得有道理。

⊙That's for sure.That's exactly how I feel.

那当然。跟我想的完全一样。

⊙Exactly.I was just going to say that.

没错，我正想这么说。

⊙I'm afraid I agree with James.

我赞同詹姆斯。

⊙I have to side with Daniel on this one.

在这个问题上，我站在丹尼尔一边。

⊙（ Agree with negative statement ） Me neither.

（ 同意某否定意见 ） 我也不（ 同意 ）。

⊙（ Weak ） I suppose so./I guess so.

（ 较弱 ） 我想是的。 / 我猜是的。

表达不赞同

给别人表述观点（ speak his mind ）的机会。倾听会让你把注意力集中（ focus on ）到对话的内容上。即便你根本不同意对方的观点，你也要通过积极关注（ being attentive ）来表达你的尊敬。

⊙No way.I totally disagree.

行不通，我完全反对。

⊙I'm not so sure about that.That's not always the case.

我不这么看。不总是那样的。

⊙I'm afraid I disagree.That's not always true.

我恐怕无法苟同。并非总是如此。

⊙I totally disagree.

我完全反对。

⊙I'd say the exact opposite.

我认为正好相反。

⊙I beg to differ.

恕我不敢苟同。

⊙Not necessarily.

未必。

打断

平心静气地讨论，不要指名道姓，恶语中伤。要温和体贴（courteous and consideration），引导对方向你的观点靠拢，在甩出自己的观点时也要兼顾对方的感受。退出的时候要做到承上启下，保持礼貌。

⊙Can I add something here?

我能补充两句吗？

⊙Is it okay if I jump in for a second?

如果你们不介意的话，我能插句话吗？

⊙If I might add something.....

我能否补充点.....

⊙Can I throw my two-cents in?

我能否表达一下我的想法？

⊙Sorry to interrupt, but.....

很抱歉打断你了，但是.....

⊙ (After accidentally interrupting someone) Sorry, go ahead./
Sorry, you were saying.....

(在偶然打断某人后) 对不起，请继续。/对不起，您刚才说.....

⊙ (After being interrupted.) You didn't let me finish.

(在被打断之后) 你刚才没有让我说完。

妥协或转换话题

当讨论迷失方向 (leading nowhere) 时就该转换话题了。如果双方都已扫兴就没有必要继续下去了。礼貌地请求对方或者自己主动换一个有趣的话题，也可以直接说想休息一下。

⊙Let's just move on, shall we?

让我们谈些别的，行吗？

⊙Let's drop it.

让我们先到此为止吧。

⊙I think we're going to have to agree to disagree.

我想我们只好各持己见了。

⊙Whatever you say.

你说什么就是什么吧。

⊙If you say so.

就按你说的吧。

总结

“理不辩则不明”，无论你是否赞同对方的观点，都应当是“君子之争”。要别人心悦诚服，就得先当谦谦君子，以理服人。即便是不赞同别人的观点，也要认真倾听，理解其出发点。如果没有谈下去的必要，就审时度势，调整话题，毕竟“友谊第一”。

Words 单词表

carpet地毯

climate气候

economic经济的

memo备忘录

misread错读，误读

open house开放参观

practical joke恶作剧

presentable体面的，漂亮的

promot促进；升级

qualified合格的

repaint重画，重新绘制

repair修复

replace替换，取代

resale转售，转卖

selective选择性的

Phrases 短语表

fixer-upper有待修缮的

fix-me-up尚需修整的

head (a department) 领导 (一个部门) hot new thing热门新事物
I bet我敢打赌，我肯定

jump in跳跃

jump on (sth) 马上抓住机会做某事

move on继续前进

on this one就此一 (动词)

outta luck不走运，运气差

pretty非常的

show a house展示房子

side with (person) 支持 (某人)

take place发生

takes time需要时间

that's crazy那真是疯了

the joke's on (person) 跟 (某人) 开玩笑的

turn-around profit周转利润

What were they thinking?他们当时在想什么？

You'll never guess.你永远猜不到。

实景对话1

A : Did you hear about who got promoted to head the Sales Department?

You'll never guess ! Daniel Barnes, the old maintenance guy. I don't know what the management was thinking !

B : What? ! Daniel Barnes just cleans the office. How can he do sales? That's crazy !

A : That's for sure. That's exactly how I feel. They must have made this decision as a practical joke !

B : No doubt about it. You're absolutely right. I bet they will tell us all tomorrow morning that the joke's on us.

C : Is it okay if I jump in for a second? If I might add something, I think you might have misread the memo. The new head of Sales is Barney Daniels, not Daniel Barnes. And Daniel Barnes has also been promoted to Maintenance Department head.

A : Oh, I didn't realize that.

B : Me neither.

C : And if you don't mind, can I throw my two-cents in?I think that if the management did ask Daniel Barnes to lead the Sales Department, he might do a better job than Barney Daniels !

A : I totally disagree. I know Barney pretty well.I think he's pretty qualified.

B : I'm afraid I agree with James. I have to side with Barney on this one.

A : 你有没有听说是谁被提升为销售部主管了？你绝对猜不到！是丹尼尔·巴恩斯，维护保养的那个老家伙。真不知道领导是怎么想的！

B : 什么？丹尼尔·巴恩斯只会打扫办公室，他怎么会搞销售？太疯狂了吧！

A : 那当然。跟我想的完全一样。做这样的决定一定是个恶作剧！

B : 错不了。你完全正确。我打赌明天一早他们就会告诉大家那是在和我们开玩笑。

C : 如果你们不介意的话，我能插句话吗？如果我补充点什么的话，我想一定是你误读了备忘录。新的销售部总监是巴尼·丹尼尔斯，不是丹尼尔·巴恩斯。而且丹尼尔·巴恩斯也被提升为维修部的头儿了。

A : 哦，我还真没有意识到那个。

B : 我也没有。

C : 如果你们不介意的话，我能否表达一下我的想法？如果经理部让丹尼尔·巴恩斯来领导销售部的话，他可能会比巴尼·丹尼尔斯干

得好。

A : 我完全不同意。我很了解巴尼。我想他完全能胜任。

B : 我也赞同詹姆斯所说的。在这点上，我站在巴尼的一边。

实景对话2

A : The open house needs to take place next week. We've got to jump on this right away, or we might lose the opportunity.

B : No way. I totally disagree. There is no way that we can get the property ready by next week. There are so many repairs that must be made ; the carpeting needs to be replaced, and all the rooms need to be repainted. It takes time to make a house presentable to buyers. If we show the house before it's ready we'll lose opportunity.

A : I'm not so sure about that. It's not always the case that buyers want a finished product. Many investors are looking for a fix-me-up. The hot new thing is buying houses that need a little work and making a turn-around profit on the resale.

B : I'm afraid I disagree. Maybe in last year's real estate market you might be able to load off a fixer-upper. But that's not always true in today's economic climate. Nowadays people are more selective.

A : I'd say the exact opposite. The economic downturn is the perfect time for people to pick up foreclosed properties at a fraction of their actual value. Investment in real estate is hot right now. We've got to move on this property or we're gonna be outta luck.

B : Not necessarily. I still think we should wait.

A：展示屋必须在下周完工。我们得马上着手做这件事，否则我们将会丢失这个机会。

B：行不通。我完全反对。我们无法做到在下周前就把房子准备就绪。有许多地方需要修补。地毯需要换，所有的房间都需要重新粉刷。要让房子焕然一新地出现在买家面前是需要时间的。如果还没有准备好就展示房子，我们肯定会失去这次机会的。

A：我不这么看。并不是所有的买家都想要成品。许多投资者都是在找有待修补的半成品。一个新的热门事物就是买一个还需要整修的房子，稍作修缮后再卖。

B：我恐怕无法苟同。在去年那样的房地产大环境下，你或许能够卖掉需整修的房子，但在今年的经济气候下就不是这样了。现在人们更挑剔了。

A：要我说事实正好相反。经济下滑使人们财政能力受限而更倾向于选择待整修房。现在投资房地产是炙手可热的时机。在这个房产上我们必须积极挺进，否则我们就倒霉了。

B：未必。我仍然觉得我们应该等。

有效地结束会议 Ending a Meeting Effectively

结束一个会议至关重要（critical）。也许还有一个议点没有展开；一些关键的内容（key issues）已经被确定；又或许已经分配了任务（given assignments）。与会者此时就要对会议的效果进行评估，看是否达到了预期的效果。

首先，提醒大家会议已经接近尾声，下面要进行总结。

☉Thank everyone for your participation in today's meeting.

感谢各位今天能够到会。

⊙I think we've been over most of the important items on the agenda.

我想议程上的大部分重要议题我们都已经讨论过了。

⊙It's getting time for us to wrap things up, any last comments?

现在是圆满结束的时候了，还有什么要说的吗？

⊙I feel like we've been able to accomplish a lot with today's discussion.

我觉得今天讨论的效果斐然。

⊙I appreciate your comments.Let's review quickly before we close.

非常感谢您的评价，让我们在结束之前迅速地回顾一下。

⊙Everyone, let's review what we've decided today.

各位，让我们回顾一下今天的决定。

总结会议

首先宣布闭会在即（at hand），然后总结主要决定和行动项目（summarize key decisions and action items），确定工作安排、时限（timeline）和责任人。

⊙Our time is running out.Let's go over a few of the main points we've discussed today.

我们的时间不多了。让我们把今天讨论过的几个主要议点回顾一下。

⊙Let's review what our action items are.....

让我们回顾一下我们的行动意向是.....

⊙We've decided to approve the marketing reports and customer service evaluations. Louis is responsible for forwarding our corrections on the budget reviews to everyone by Monday.

我们已经通过了营销报告和客户服务评估。刘易斯负责在周一前把更正好的预算审核转给每个人。

⊙Our to-do list includes Jill forwarding budget projections to the Finance Department this afternoon, Martin completing the blueprints by Tuesday and forwarding them to the board, and Kelly will complete the account summaries before Wednesday. Anything else I missed?

我们的工作清单包括：吉尔，今天下午将把预算交到财务部；马丁周二前完成蓝图并转给董事会；凯莉在周三前完成财务总结。有什么遗漏的吗？

⊙We've got to wrap things up. The most critical thing we've talked about is our working budget.

我们必须结束会议了，我们讨论过的最重要的事情就是我们的工作预算。

⊙We're done with the agenda, so let's prepare to close the meeting. As a result of this meeting we should have new projections from our Design Department by next week.

议程的内容都已经完成了，那我们就准备闭会吧。今天会议的成果之一就是我们的设计部将在下周前拿出新的设想。

重新对照议程

指明哪些内容已经讨论过，哪些仍是悬而未决的。把一些可行性

的议程项目 (possible agenda items) 转到 (carried over) 下次会议。

⊙Let's review the agenda.We've heard the department reports, discussed the scheduling for this month, and reviewed project analysis. Let's continue with the project analysis in our next meeting, which will be Thursday at 2 : 00 pm, same place.Are we clear?

让我们再回顾一下我们的议程。我们听取了部门的报告，讨论了这个月的进度安排，也对项目分析进行了审核。我们下次会议继续讨论项目分析，下次会议定在周四下午两点，地点不变。都明白了吗？

⊙We've talked about all our agenda items, except the vacation scheduling.

Let's tackle that at next week's meeting.

除了休假安排以外，议程的所有内容我们都已经讨论过了。那项内容我们放到下周的会议上。

⊙Our next meeting will be held on September 25th at 9 : 00 am in the conference room.Can you all make it then?

下次会议定在9月25日上午9点，在会议室举行。你们都能来吗？

时间分配

做好时间分配 (distribution) 。如果时间允许的话，给每个人一个最后简单评论或承诺的机会。这样会提高集体参与积极性，加强集体决策的责任感，而且少数人的意见 (minority views) 也能得以表达。每个人最后阐述时间最好控制在一分钟之内 (under a minute) 。

⊙Sally, can you e-mail a copy of this meeting's minutes to

everyone this afternoon?

萨莉，今天下午你能把本次会议纪要的复印件通过电子邮件发给每一个人吗？

⊙Now, as a close to this meeting, I'd like to ask everyone to share a few last words. Please keep your comments brief.

现在我希望每个人都能说几句来结束我们的会议。请大家阐述时简明扼要。

⊙Any last words?I'd like to hear from everyone.What decisions did you like the best?What actions are you going to take after the meeting?

还有什么最后要说的吗？我希望每个人都能踊跃发言。你最喜欢的是哪几项决策？本次会议结束后你将采取怎样的行动？

⊙Thanks for your comment Jim.Lucy, did you have anything to add?

感谢吉姆的评价。露西，你还有什么要补充的吗？

画上圆满的句号

为会议画上圆满的句号，就是要让每个人离开会议室时满怀激情和干劲，而不是精疲力竭或者挫折感十足。对于与会者的表现要积极肯定，对于他们的工作和对会议所做的贡献要表示感激。

⊙Thank everyone for your contributions to this meeting.I appreciate your hard work.

感谢大家对这次会议所做的贡献，对于你们辛劳的工作我深表感激。

⊙I want to take time to thank everyone for a great job in

coming together on these issues. We couldn't do it without you !

对于各位积极参与这些事务的讨论和出色的表现，我深表感谢。
没有你们，我们不可能完成！

⊙I appreciate all your fine comments today.Thank you for putting your ideas forward !

对于每个人的表述我深表感激，感谢你们积极地献计献策！

总结

开会的整个过程可以形容为“龙头、凤尾、美人腰”，即便是闭会也可以成为点睛之笔。对于会议的内容穿针引线做个概述，以此来加深每个人对会议成果的认识，利用会议日程表来核查会议内容是否有遗漏，对于会议决定的行动任务要“包产到户”，最好还能让每个人最后说两句，起到表决心的作用。此外，如果还能对大家的努力表达谢意，那就更能确保每个人都热血沸腾、干劲十足了。

Words 单词表

appreciate欣赏；感激

blueprint蓝图，计划

brief简介；简短的

close关闭，停止

comment评论

continuing持续的，连续的

correction更正，纠正

critical关键的

decide决定

due预期的；到期的

evaluation评估；评价

finance财政

participation参与

projection投影；突出部分

review复审；回顾

schedule进程安排，调度

summary摘要，概要

Phrases 短语表

as a result of由于，由于……的结果

go over过（内容）

before we close在我们结束之前

come together（on an issue）（因为某事而）聚集到一起

customer relation客户关系

customer service客户服务

forward to（sb）转寄给（某人）

get through（an agenda）贯彻（一个议程）

good idea好主意

hear from (sb) 收到 (某人) 来信 , 得到 (某人) 消息

wrap things up 圆满完成 , 顺利结束

I feel like 我感觉 , 我觉得想要

in regards to 关于

keep (sb) brief 保持简明扼要

last word 定论 , 最后说一句

lose sleep over (sth) 对 担忧 , 担心 而彻夜难眠

be responsible for (doing sth) 对 (做某事) 负责

share comments 分享评论 , 分享意见

take action 采取行动

the board 董事会

to-do list 待办事项 , 拟办清单

实景对话1

A : Thank you everyone for your participation in today's meeting. I think we've been over most of the important items on the agenda. It's getting time for us to wrap things up, any last comments?

B : I feel like we've been able to accomplish a lot with today's discussion.

Especially in regards to the company finances. Thank everyone for coming together on that.

A : I appreciate your comments. Let's review quickly before we close.Laura , can you help us review what we've decided today?

C : Sure. We've decided to approve the marketing reports and customer service evaluations. Louis is responsible for forwarding our corrections on the budget reviews to everyone by Monday.

D : Is it Monday or Tuesday that the budget reviews are due?

C : Oh, yes, that's right. Tuesday.Continuing, our to-do list includes Jill forwarding budget projections to the Finance Department this afternoon, Martin completing the blueprints by Tuesday and forwarding them to the board, and Kelly will complete the account summaries before Wednesday. Anything else I missed?

A : I think that's about it. Now, as a close to this meeting, I'd like to ask everyone to share a few last words. Please keep your comments brief.I'd like to hear from everyone.What decisions did you like the best?What actions are you going to take after the meeting?

A : 感谢各位参与今天的会议。我想议程上的大部分重要议项我们都已经讨论过了。现在是我们圆满结束的时候了。还有什么要说的吗？

B : 我觉得今天的讨论成果斐然。尤其是在公司的财务问题上，感谢大家积极地献策。

A : 非常感谢您的评价。让我们在结束之前迅速地回顾一下。劳拉，你能帮我们回顾一下今天的决定吗？

C : 好的。我们已经决定通过营销报告和客户服务评估。刘易斯在周一前将更正后的预算审核转发给各位。

D : 预算审核预期时间是周一还是周二？

C : 是周二。我继续，我们的工作清单包括：今天下午吉尔把预算案交到财务部；马丁周二前完成蓝图并转给董事会；凯莉在周三前完成财务总结。有什么遗漏的吗？

A : 我想就是这些了。现在我希望每个人都能说几句来结束我们的会议。请大家阐述时简明扼要。我希望每个人都能踊跃发言。你最喜欢的是哪几项决策？此次会议结束后你将采取怎样的行动？

实景对话2

A : We've got to wrap things up. We're almost done with the agenda, so let's prepare to close the meeting. As a result of this meeting we should have new projections from our Design Department by next week. The most critical thing we've talked about is our working budget.

B : Before we close, let's review the agenda one more time.

A : Good idea. Can you help us with that Melanie?

C : Sure. We've heard the department reports, discussed the scheduling for this month, and reviewed project analysis. Then the last item was vacation scheduling.

A : Let's continue with the project analysis in our next meeting, which will be Thursday at 2 : 00 pm, same place. Are we clear?

D : We haven't gotten completely through the agenda. Should we keep working on it?

A : We've talked about all our agenda items, except the vacation scheduling.

Let's tackle that at next week's meeting. Sally, can you e-mail a copy of this meeting's minutes to everyone this afternoon?

D : No problem.

A : Okay. Any last words?

B : Thank everyone for working so hard on the budget. I know that we've all lost a lot of sleep over it.

A : Thanks for your comment Jim. Lucy, did you have anything to add?

A : 我们已经圆满结束了。议程内容基本上都完成了，那我们就准备闭会吧。今天会议的成果之一就是我们的设计部将在下周前拿出新的设想。我们讨论过最重要的事情就是我们的工作预算。

B : 在结束之前，让我们再回顾一遍议程吧。

A : 好主意。梅兰妮您能帮忙吗？

C : 好的。我们听取了部门的报告，讨论了这个月的工作安排，也对项目分析进行了审核。最后一项是休假安排。

A : 我们下次会议继续讨论项目分析，下次会议定在周四下午2点，地点不变。

都明白了吗？

D : 议程还没有完全走完。我们还要继续吗？

A : 除了休假安排以外，议程的所有内容我们都已经讨论过了。那项内容我们放到下周的会议上。萨莉，今天下午能否把这次会议纪要的复印件通过电子邮件发给每个人？

D : 没问题。

A : 好的。还有什么要补充的吗？

B : 感谢各位在预算工作上的辛苦努力，我知道大家在这个问题

上费了不少心思。

A：感谢吉姆的评价。露西，你还有什么要补充的吗？

十项全能之七 拉近客户关系

Client Reception

首次和客户会晤 Meeting a Client for the First Time

首次会晤就要针对某项目和具体细节 (nitty gritty) 展开讨论，这听上去有些让人望而却步 (daunting)。如果你感到紧张，不妨看看如下建议，这些内容可以帮助你把握一些可预测的基本状况 (predictable bases)。

首先，一定要牢记客人的基本信息：名字、职位和所在部门等。尤其是在客人以群体形式出现的情况下，千万不要称呼错了。见面时，主人要先做自我介绍以示礼貌，然后客人再做自我介绍。

⊙Mr.Jones?Hi ! I'm Jiao Qiu.Thanks for taking the time to meet with me today !

是琼斯先生吗？您好，我叫邱姣。感谢您今天抽出时间与我会面！

⊙We're glad you could make it today, Mrs.Hatch.I'm Thomas Chen.

感谢您今天能来，哈奇女士。我是托马斯·陈。

⊙I'll be showing you around today.

我今天将带您在周围转转。

⊙Please let me know if you have any questions.

如果您有什么问题就请告诉我。

⊙Welcome to our office, did you find it okay?

欢迎来到我们的办公室，好找吗？

⊙I'd like to introduce you to our office manager, Nelvin Guo.

我想介绍您认识我们的办公室经理，奈尔文·郭。

满怀信心

对你准备好的内容和要做的事情要满怀信心（confidence）。掌握话语主动权（get them to the table）。要消除紧张情绪，把所有的疑虑都抛到脑后（back of your mind）。

A : Mr. Jones, welcome to our office. I hope you found your way with no difficulty.

B : Yes, it was easy to find.

A : Shall we start right into our meeting? I am really looking forward to discussing our products with you.

A : 琼斯先生，欢迎您来到我们的办公室。还好找吧？

B : 是的，很容易找到的。

A : 我们现在可以开始会议了吗？我很期待与您探讨我们的产品。

挑选会晤地点

挑选会晤地点是不容忽视的细节之一。有时候最好是在公共场所（public place），例如咖啡厅或餐厅。有时候你可以邀请你的客人去你的办公室或工作场所（place of work）。场所是否配备网络也很重要。当然最重要的是你和客户都感觉自在舒适（at ease）。

☉Shall we meet at Starbucks?

我们是否可以在星巴克咖啡厅碰面？

☉If you'll follow me, I'll show you to the conference room. We can hold our meeting in there.

请你跟我来，我带您去看一下会议室。我们可以在那里开会。

☉The office is a little stuffy. Let's make our way to the coffee bar across the street. They have wireless Internet, so we can discuss our project there.

办公室里有点闷，我们一起到街对面的咖啡厅去吧。他们有无线路网，我们可以在那里讨论我们的计划。

态度积极

考虑着装和形象，给客户一个好印象（good impression）。穿着要专业、整洁（well-groomed），并且准时到会，积极倾听并且适时发问。这样才会体现出你对他们讲的感兴趣。问些有实际意义的问题（open ended questions）和有承接性的问题（follow-up questions）来保证对话不冷场。

☉What do you think about.....?

对于.....你是怎么想的？

☉Tell me more about.....

能否告诉我更多有关.....

☉So you mean that.....

那你的意思是.....

☉Let me see if I am understanding correctly. You mean.....?

让我看一下我的理解是否正确。你的意思是.....

⊙Would you rather.....?

您愿意.....吗？

明确目标

对各自的目的都要有所了解。通过富有成效的沟通（effective communication）来达到会晤目的，同时要和客户建立良好的关系（build a relationship）。确认你理解了客户的要求（requirements），以此来保证提供的服务正是客户所需的。实现上述目标的最好办法就是以清单记录的形式来总结。

⊙So tell me what I can do for you?

请告诉我有什么可以帮您的？

⊙What specific products and services are you interested in?

您对哪些产品和服务感兴趣？

⊙Can I answer any questions for you?

有什么问题我可以为您解答吗？

⊙What we'd like to accomplish today is.....

我们希望今天能够完成.....

⊙We're looking to.....

我们期待.....

⊙We hope that by the end of our time together today, we can.....

我们希望利用大家在一起的时间完成.....

总结

摆正自己的位置，弄清我是谁、他是谁，就可以“胜似闲庭信步”；明白我要什么、他要什么，就能举重若轻、权责分明、充分准备、周到考虑，就能信手拈来，有备无患。即便是第一次与客户会晤，也不会紧张。

Words 单词表

coffee bar咖啡厅

corporate合作

deadline最后期限

department head部门经理

fabric面料

laptop笔记本电脑

line线

requirement要求

stuffy乏味的，闷的

swatch色板，颜色板

textile纺织品

via经过，经由

Phrases 短语表

across the street横过马路，街对面

burn the midnight oil开夜车，挑灯夜战

find one's way找到自己的路

wireless Internet无线网络

get busy开始忙碌

hold a meeting召开、举行会议

if you like如果您愿意

let us know让我们知道

looking forward to展望，期望

make it达到目的，获得成功

make our way to (place) 让我们去 (某处)

office manager业务经理，办公室经理

products and services产品和服务

show sb to (place) 给某人展示 (某处)

start right in启动权

take the time (to do sth) 花时间做 (某事)

wireless card无线网卡

实景对话1

A : Mr. Jones?Hi ! I'm Jiao Qiu.Thanks for taking the time to meet with me today ! I'd like to introduce you to our office manager, Nelvin Guo. The office is a little stuffy.Let's make our way to the coffee bar across the street.They have wireless Internet, so we

can discuss our project there.

B : Oh, okay. My computer doesn't have a wireless card though.....

A : Oh, well that's no problem. We could also hold our meeting here if you like. We can give you an Ethernet cable for your laptop.If you'll follow me, I'll show you to the conference room.We can hold our meeting in there.

B : Great.

A : So tell me more about your requirements for this project. What kind of deadline are we talking about?

B : Our corporate deadline is in two weeks, but the department head has given us a deadline of next Tuesday.

A : So you mean that we've got to really get busy ! You want to get all the reports written and reviewed before next Thursday.

B : No, not before next Thursday.Before next Tuesday.

A : Wow, we've got to burn the midnight oil on this one !

A : 是琼斯先生吗？您好，我是邱姣。感谢您今天抽时间与我会面！我想介绍您认识我们的办公室经理，奈尔文·郭。办公室有点闷，我们到街对面的咖啡厅吧。他们有无无线网络，我们可以在那里讨论我们的计划。

B : 哦，好的。但是我的电脑没有无线网卡.....

A : 哦，那没问题。如果您愿意的话，我们也可以在这里开会。我们可以给您的手提电脑提供网络线。如果您愿意跟我来的话，我带您去看一下会议室。我们可以在那里开会。

B : 好极了。

A : 那请您再告诉我一些关于你们对这个项目的要求。我们现在谈的最后时限是什么时间？

B : 我们公司的最后时限是两周，但是部门领导给我们的最后期限是下周二。

A : 那您的意思是说从现在起我们就得忙起来了！您希望在下周四前拿到所有写好并审查过的报告。

B : 不，不是在下周四前，而是下周二前。

A : 哇！看来这次我们得挑灯夜战了。

实景对话2

A : I'm glad you could make it today, Mrs. Hatch. I'm Thomas Chen. I'll be showing you around today. This is Martin Shen, our production manager. Please let us know if you have any questions.

B : Welcome to our offices, Mrs. Hatch. I hope you found your way with no difficulty.

C : Yes, it was easy to find, thank you.

B : Before Thomas gives you a tour of the office, shall we start right into our meeting? I am really looking forward to discussing our products with you.

C : Oh, okay.

B : What specific products and services are you interested in?

C : From looking at the materials you sent me via e-mail, I think we are more interested in your textile line.

B : Can I answer any questions for you about the items you are interested in?

C : Actually I have several questions. We're looking to make an order of several hundred containers. What we'd like to accomplish today is to review the types and qualities of fabric we have to choose from.

B : Certainly ! Thomas, would you please go get the catalog of fabric swatches for Mrs. Hatch to review?

A : I'd be happy to !

B : We hope that by the end of our time together today, we can help answer all of your questions and make a production order.

A : 我们很高兴您能来，哈奇女士。我是托马斯·陈。我今天带您在周围转转。

这位是马丁·沈，我们的生产经理。有什么问题就请告诉我们。

B : 欢迎来到我们的办公室，哈奇女士。还好找吧？

C : 是的，很容易找到，谢谢。

B : 在托马斯领您参观我们办公室之前，我们能否先开始我们的会议？我很期待和您探讨我们的产品。

C : 哦，好的。

B : 您对哪些产品和服务感兴趣？

C : 通过查看您用电子邮件发给我的资料，我想我们对你们的纺织品更感兴趣。

B : 对您感兴趣的项目，您有什么问题吗？

C：事实上，我有几个问题要问。我们目前要订购几百个柜子。我们希望今天能够确认我们要挑选的布料类型和质量。

B：当然！托马斯，您能否拿布样给哈奇女士看看？

A：好的。

B：我们希望利用我们在一起的时间回答您所有的问题，然后确认生产订单。

交换名片 Exchanging Business Cards

名片是让别人记住你的最直接（concrete）、最有效的方式。通过名片，别人可以知道你的基本信息，比如：你是谁，从哪里来，怎么联络等。一张别致的名片、一个适时的呈递，会给人留下难以磨灭（tremendous）的印象。

你应该知道什么时候积极主动地（take the initiative）递上名片，或者当别人主动递上时，你该如何温文尔雅地与之互换名片。

☉Do you have a card?

您有名片吗？

☉How can I reach you?

我该如何联系您？

☉Here's my card.

这是我的名片。

☉Can I have your contact information?

能否告诉我您的联系方式？

⊙How can I contact you in the future?

以后我该如何和您联系呢？

⊙Did you have a card I could have?

您能否给我一张您的名片？

接名片

当某人递上名片的时候，你可以握住名片的边缘对其道谢，并认真阅读名片内容。如果只是抓过名片并塞进口袋，那你无意中（inadvertently）转达给对方的可能是你不那么尊重他。关注卡片上的内容不仅表示你感兴趣，也同样给你一个机会来了解你面对的这个人或公司是否对你的生意有帮助，是否有必要把你们的简单碰头转换（transition）为一次有意义（meaningful）的谈话。

⊙I see from your card that you also have an office in Sydney? Do you do much business in Australia?

我从您的名片上得知你们在悉尼也有办事处？你们在澳大利亚的生意多吗？

⊙So you're the marketing director?What areas will your company focus on marketing in the future?

您是营销总监？你们公司在未来将着眼于哪些营销领域？

⊙You're based in Chicago?We make several trips to Chicago for trade shows every year.

你们总部在芝加哥？我们每年都会为了展销会而往返芝加哥多次。

⊙I noticed from your card that your company is a subsidiary of the Delport Corporation. What exactly does your company do?

我留意到您的名片上显示您的公司是德尔波的分公司。您的公司究竟是做什么的？

给名片

分发名片的最好办法就是向别人索取名片。无论您是在和一个过路人（passer-by）还是一个实力雄厚的新客户谈话，只要是对您的产品和服务感兴趣的人，都不妨问一句：“能否给我一张您的名片？”这时，一定记得递上一张您的名片作为回应，“这是我的名片。”过程很简单，但是一定要真心实意（be genuine）。交谈之后别忘了换名片和握手。索取名片时尽可能地表现出风度翩翩（personable），这样才能确保给对方留下良好的印象，为进一步的往来奠定基础。

⊙Let me give you my card.You can reach me by e-mail, or this is our office phone number. You can also call me there.

我给您一张我的名片。通过电子邮件您就可以联系到我。或者这里有我的办公室电话号码。您也可以打这个电话找我。

⊙Would you mind sharing a business card?I'd like to follow up with you about some of the things we have talked about. Oh, here's my card.

您介意给我一张您的名片吗？我想下回就我们谈及的一些事情继续和您探讨。对了，这是我的名片。

⊙I've got a card I can give you.This is my contact information if you have any other questions.

我给您一张名片。如果您还有别的什么问题，尽管问，这是我的联络方式。

该做的和不该做的

- 确保名片上的信息是最新的。

- 交换名片时要温文尔雅。
- 一定要准备到位。
- 接受名片时要表现出恭敬。
- 破损的或信息有误的名片切勿递出。
- 别把名片塞给那些根本没有向你索要的人。
- 别把名片放入个人或情感意义的信函中。
- 对于一个新联系人别给两次名片。
- 别把名片放在包、口袋或钱包里面。

总结

与其说是递上一张小小的名片，不如说是开启一扇往来的大门。能否做到让别人有一天拿起你的名片时想起你，全看你当时给出名片时是否彬彬有礼，是否充满诚意。一张名片就是一个机会，就看你怎么把握了。

Words 单词表

Asia亚洲

bulk大批

correct正确的

domestic国内

focus焦点

headquarter总部

holding股份

marketing市场营销

products产品

subsidiary子公司

trade show贸易展

Phrases 短语表

as a matter of fact事实上

based in总部位于

by e-mail通过电子邮件

contact information联系方式，联系信息

do business (in a place) (在某处) 做生意

What exactly.....究竟.....

expand (in a specific market) (在特定市场) 拓展

hear more about听到更多关于

interested in对.....感兴趣

It's been great看起来很棒

marketing director营销总监

multi-national corporation跨国公司

reach (someone) 联络到 (某人)

set up shop建立店面

State-side美国的（在美国境外时指美国）

We'll be in touch.我们将保持联系。

实景对话1

A : It's been great talking to you. I am interested in hearing more about your products. How can I contact you in the future? Do you have a card?

B : Yes ! Here's my card. You can reach me by e-mail. Or this is our office phone number, you can also call me there. Would you mind sharing a business card? I'd like to follow up with you about some of the things we have talked about.

A : Sure. Let me give you my card, too. So you're the marketing director?

What areas will your company focus on marketing in the future?

B : Like I said, we are working on expanding in the Asian markets. We hope to set up a shop in Shanghai by the end of the year. I see from your card that you also have an office in Sydney? Do you do much business in Australia?

A : Yes, as a matter of fact, over a third of our holdings are based in Australia.

B : But your card says you're based in Chicago?

A : Yes, that's correct. We are headquartered there.

B : We make several trips to Chicago for trade shows every year.

A : 很高兴能够和您谈话。我想听到更多有关你们产品的情况。以后,我该怎么和您联系呢?您有名片吗?

B : 是的,这是我的名片。通过电子邮件您就可以联系到我。或者这里有我的办公室电话号码,您也可以打这个电话找到我。您是否愿意给我一张您的名片?我想下回就我们谈及的一些事情继续和您探讨。

A : 当然,我也给您一张我的名片。您是营销总监?你们公司在未来将会专注于哪些营销领域?

B : 正如我所说的,我们正致力于开拓亚洲市场。我们希望在年底之前在上海开一个店面。我从您的名片上得知,你们在悉尼也有办事处?你们在澳大利亚的生意多吗?

A : 是的,我们控股公司的三分之一都在澳大利亚。

B : 但是您的名片上显示你们总部在芝加哥?

A : 是的。我们的总部在那里。

B : 每年因为展销会,我们都会往返芝加哥多次。

实景对话2

A : What's your contact information?How can I reach you in the future?

B : Let me give you one of my cards. Here.

A : Thanks ! (Take time to study card) I notice from your card that your company is a subsidiary of the Delport Corporation. What exactly does your company do?

B : That's right, we are a part of Delport. We handle the bulk of the domestic market. Delport is a multi-national corporation.They

have their hands full.We're only the State-side portion.

A : Oh, interesting.....

B : Did you have a card I could have?

A : Oh yeah, of course. Let me find one for you, just a second.

B : No problem.

A : Here you go.

B : Thanks ! We'll be in touch.

A : 您的联系方式是什么？以后我该如何和您联系呢？

B : 给您一张我的名片。

A : 谢谢。（仔细研究名片内容）我留意到您的名片上显示您的公司是德尔波公司的子公司。贵公司具体是做什么的？

B : 是的，我们是德尔波公司的一部分，我们负责大部分美国市场。德尔波是一个跨国公司，他们遍及各地，而我们只负责美国国内部分。

A : 哦，很有意思.....

B : 您能否给我一张您的名片？

A : 哦，当然。我找一张给您，稍等。

B : 没问题。

A : 给您。

B : 谢谢，我们保持联系。

交换礼物 Exchanging Gifts

对于西方人来讲，送礼不像东方人理解的那样复杂（complex），条条框框很少。礼物的大小、样式和种类与生意大小没有直接的关系。无论是买方、卖方，还是合作伙伴，礼物都代表着彼此间的欣赏和喜爱（show appreciation）。

语气轻松自然

拿出礼物前，大方地表示你带了礼物。语气一定要轻松自然，用“something”“a little something”“a small gift”这类自谦的说法代表“礼物”。

⊙I brought something for you, I hope you like it !

我带了点东西给您，希望您能够喜欢。

⊙Here's a little something just to show our appreciation for your friendship.

这是一点小心意，表达我们对你们的感谢。

⊙Please accept this as a token of our appreciation.

请接受这个作为我们感激之情的小小表示。

⊙We wanted to bring you something special.

我们希望能给您带点特别的东西。

⊙We've prepared a small gift for you.

我们为您准备了一件小礼物。

⊙How thoughtful of you ! Thank you very much !

您考虑得真是太周到了！非常感谢！

了解礼物的赠予对象

礼物不在于形式 (presentation)，最大的并不代表是最好的。中国人在接受礼物时可能更多地去衡量礼物的大小和价格，而西方人更多地在意礼物被赋予的个性特色 (the individuality) 和隐含的意义。礼物的好坏不在于贵重与否，而在于是否合适。亲手挑选 (hand select) 的礼物最有意义。对于你的明星客户 (star customers) 或者你很想结交的客户，考虑购买一些能够满足他们兴趣的礼物。

⊙Since we know your interest in music, we hope you enjoy these recordings of Beijing Opera that we've put together as a gift for you.

知道您喜爱音乐，所以我们把这些北京京剧录音带送给您作为礼物，希望您能喜欢。

⊙Because this is your first time to China, we wanted to give you a gift you'd remember. Here are some traditional Chinese.....

因为您是第一次来中国，我们想送您份礼物留作纪念。这是些中国传统的.....

⊙We know you're a golfing pro, so we'd like to present you with some special golf balls. If you look carefully, you can see an image of the Great Wall has been printed on each ball.

我们知道您是位专业的高尔夫球员，所以我们想送给您一些特殊的高尔夫球。如果您仔细看的话，会发现每个球上都有长城的图案。

⊙We know you enjoy the arts, so we'd like to present you with these traditional Chinese watercolor paintings. The scenery depicted is the local area where you visited this time in China.

知道您钟情艺术，所以我们想送给您这些中国传统的水彩画。画中描绘的这些地方都是您在中国这段时间走访过的。

◎You mentioned your favorite color is green.We hope you will enjoy this cashmere sweater from Inner Mongolia. We made sure to get your favorite color !

您提到过您最喜爱绿色。我们希望您能喜欢这件来自内蒙古的羊绒衫。我们特意挑了您最喜欢的绿色。

礼物赠一人还是送多人？

要让对方“很受用”，他（们）的性别、兴趣、职位等是你选购礼物时要考虑的因素。一些礼物是你为某个人准备的，另一些是给某群人准备的。如果受赠方是一个公司的决策者（decision-maker），那可以送摆在办公桌上的纪念物、独特的植物，或者与其喜好相关的东西（hobby-related items）。如果你要送的是某办公室里的所有人，让每一个人都喜欢的礼物最好还是食物，如特色咖啡、茶，或者比萨店的礼券。

◎Here's a little something for the folks back at the office.

这里有一些带回去给办公室同事的小东西。

◎I hope everyone likes.....

我希望大家都喜欢.....

◎I hope you can take these back to share with your co-workers.Give them a taste of China, too !

我希望您能够把这些带回去与您的同事们分享，也让他们领略一下中国特色。

当面打开

美国人通常希望礼物一送出去就被当面（the moment）打开。看到别人收到礼物时的表情（expression on the face）对他们来说是件非常快乐的事。因此，通常情况下（common practice）礼物都是当

面开启，当面赞赏。当你还不能确认赠送者是否愿意当面打开的时候，你可以礼貌地问：“我可以现在打开吗？或者先留着？”

A : We've prepared a small gift for you. It's just a little something to show our appreciation for your friendship.

B : How thoughtful of you ! Thank you very much !

A : There you are. (Give the package)

B : That's very nice of you. Shall I open it now or save it for later?

A : 我们为您准备了一个小礼物。这个小东西表达了我们对您的友谊的感激之情。

B : 您考虑得真是太周到了！非常感谢！

A : 给您。（递上包裹）

B : 您真是太好了，我可以现在打开吗？或者先留着？

总结

我们中国人常说“礼尚往来”。一个小小的用心的付出，也许可以收到意想不到的效果。礼物可以小，但“说法”却一点也不能少。礼物可以反映你对一个人性格的理解，也可以反映你对你们交往的希望。细节虽小，却大有文章。

Words 单词表

accept接受

appreciation欣赏

art艺术

cashmere羊绒

considerate体贴的，考虑周到的

depict描绘

during在……期间

enjoy欣赏；享受

folk伙计；年轻人

gorgeous灿烂的，辉煌的

host主人

mention提及

prepare准备

scenery风景

token标记；象征

watercolor水彩，水彩画

Phrases 短语表

a gift to remember一个礼物留作纪念

as a token of appreciation作为答谢

back home回到家

by the way顺便

come to a close即将结束

favorite color最喜欢的颜色

folks back at (home/the office) 带给 (家里的/办公室的) 伙计

it's nothing, really这没什么，真的

local area局域

make sure to请务必

save for later下次购买，留给下次

show (sb) around带 (某人) 到处转转

show appreciation表示赞赏

take back with you给你带回去

have a taste (of sth or some place) 领略一下风味 (某物或某处)

too kind太客气，太好了

实景对话1

A : Because this is your first time to China, we wanted to give you a gift you'd remember.

B : Oh, thanks ! That's really nice of you guys !

A : You mentioned your favorite color is green. We hope you will enjoy this cashmere sweater from Inner Mongolia. We made sure to get your favorite color !

B : Wow, that's very considerate. Thank you so much !

A : It's nothing, really. Please accept this as a token of our

appreciation. Oh, and we also prepared a small gift you can take back with you to the folks back at the office. I hope you can take these traditional Chinese candies back to share with your co-workers. Give them a taste of China, too!

B: The people back home will really appreciate these! You're too kind!

A: It's nothing at all. We're so happy to have had the chance to host you during your time here.

A: 因为这是您第一次来中国，我们想送您份礼物留作纪念。

B: 哦，谢谢！你们真是太客气了！

A: 您提过您最喜欢绿色。我们希望您能喜欢这件来自内蒙古的羊绒衫。我们特意挑了您喜欢的绿色。

B: 哇！你们想得真是太周到了。非常感谢！

A: 真的没什么。作为我们的一点心意还请笑纳。哦，我们还准备了一些小礼物给您办公室的同事们。我们希望您能把这些中国传统的糖果带回去与您的同事们分享，让他们也领略一下中国特色。

B: 家里的人一定会非常喜欢的。你们真是太好了！

A: 没什么的，我们很高兴能有这个机会在这儿招待您。

实景对话2

A: It's been great visiting with you these last few days. Thank you so much for showing me around China.

B: It has certainly been our pleasure, Mr. Jones. As our time together is coming to a close, we've prepared a small gift for you. We hope you like it!

A : You're too kind !

B : We know you enjoy the arts, so we'd like to present you with these traditional Chinese watercolor paintings. The scenery depicted is the local area where you visited this time in China.

A : Wow, they're gorgeous ! That is so considerate. Thank you very much. I really like them.

B : We're glad you like them.

A : Oh, by the way, I brought something for you, too. It's just a little something to show our appreciation for your friendship.

B : How thoughtful of you ! Thank you very much !

A : There you are. (Give the package)

B : That's very nice of you. Shall I open it now or save it for later?

A : 最近这些天能够和您一起走访真的好极了。感谢您带我游玩中国。

B : 这是我们的荣幸，琼斯先生。我们在一起的时间即将结束，我们为您准备了一个小礼物。希望您能够喜欢。

A : 你们真是太好了！

B : 我们知道您钟情艺术，所以我们想送您这些中国传统的水彩画。画中描绘的这些地方都是您在中国这段时间走访过的。

A : 哇，简直是绚丽多彩！你们真的是太体贴了。非常感谢，我非常喜欢它们。

B : 我们很高兴您能喜欢。

A：对了，顺便说一句，我也带了些东西给您。这个小东西表达了我们对您的情谊的感激之情。

B：您考虑得真是太周到了！非常感谢！

A：给您。（递上包裹）

B：您真是太好了，我可以现在打开吗？或是先留着？

寒暄 Making Small Talk

寒暄是在友好地闲聊、发展友谊的同时有意识地建立业务关系、开拓商机。为了给对方留下好印象，你的仪表要整洁、态度要随和（easygoing）、谈吐要得体。如果双方事先不认识，要先做自我介绍。寒暄的话题不宜过于沉重，也无须刻意表现，自然（be yourself）轻松就好。

⊙Hi there.My name is Whitney Johnson.What's your name?

您好，我叫惠特尼·约翰逊，怎么称呼您？

⊙Let me introduce myself.I'm Han Jinbo.Looks like we both came a long way today.

我来自我介绍一下。我叫韩金波。今天我们俩好像都是远道而来的。

⊙How do you like.....?

您认为.....怎么样？

⊙Don't you think.....?

您不觉得.....吗？

⊙I love your dress.It's such a nice color.

我喜欢您的衣服，颜色很好看。

⊙Don't you just love this weather?

您不觉得今天天气不错吗？

寒暄是相互的

注意什么时候该停顿，给别人讲话的机会。这样也可以继续深化话题，有利于寻找共同点。

⊙So what brings you to this meeting?

那您是抱着什么目的来参加这个会的？

⊙What do you do for a living?

您从事什么工作？

⊙What do you think of.....?

您怎么看.....？

⊙Where are you from?

您来自什么地方？

⊙Is this your first time to.....?

这是您第一次来.....吗？

⊙How many kids do you have?

您有几个孩子？

⊙Have you ever been to (place) ?

您有没有去过（地方）？

⊙Have you been here for a long time?

您来这里很久了吗？

⊙How do you know (host) ?

您是怎么认识（主人）的？

⊙How long was your flight?

飞机飞了多长时间啊？

避免冷场，玩笑适宜

幽默和玩笑是拉近人与人之间距离的法宝，但是要有适当的分寸，不要让对方认为是嘲笑。讲述某故事也不宜过长，可以跨过背景细节（background details），将精彩的部分显现出来。

⊙Looks like you've got your hands full there.You need some help?I'll go ask someone for you.

看起来你好像应接不暇。你需要帮忙吗？我可以叫人来帮你。

⊙I went to California once.Loved it ! We visited lots of different places.I think the kids liked Disneyland the best.

加利福尼亚我去过一次，很喜欢。我们去很多不同的地方。我想孩子们最喜欢的还是迪士尼乐园。

⊙I remember a time when meetings wouldn't last more than ten minutes.

Seems like it takes ten minutes just for everyone to sit down these days.

我记得以前的会议最多持续10分钟。现在好像每个人都需要10分钟才能入座。

且听且问

倾听并且提问表明你对对方所讲的内容感兴趣，也可以更多地了解对方的背景，同时避免冷场的尴尬。

A : So what do you do for a living?

B : I'm a doctor. A cardiac surgeon, actually.

A : Wow, that's a very demanding job. What do you think is the most challenging aspect of what you do?

A : 您是从事什么工作的？

B : 我是个医生。确切地说是心脏外科医生。

A : 哇！那可是一个高要求的工作啊。您觉得您所从事的工作中最具挑战性的是哪部分？

A : How do you know Bob?

B : He's my old college roommate. We both went to Harvard.

A : Is that right? What do you think about Harvard's business school?

A : 您是怎么认识鲍勃的？

B : 他是我大学的室友。我们两个一起念的哈佛。

A : 是吗？那您觉得哈佛的商学院怎么样？

话题稳定

转换话题别太快了，允许谈话的深入，但如果真的无话可说了，就换个话题。

A : What do you think about this conference?

B : Oh, it's interesting, I guess.

A : Which parts did you find the most interesting?

B : Oh, I don't know. I guess the financial workshops weren't too bad.

A : Yeah, I think I learned a little about finance.....So where did you say you were from again?

A : 您觉得这个论坛怎么样？

B : 我想会很有意思的。

A : 您觉得最有意思的是哪个部分？

B : 我觉得金融研讨会还不错。

A : 是的，我也学到一些有关金融的.....对了，您说您是从哪里来的？

总结

寒暄绝对不是百无聊赖的搭讪或者简单的嘘寒问暖，要和一个人或一群人聊到一起、打成一片，不仅需要勇气，还需要技能。出门在外靠朋友，也许聊着聊着就聊出了商机。但也不能目的性太强，闲谈还是要以发展友谊为主，不然别人会以为碰上了推销员。

Words 单词表

actually事实上

aspect方面

cardiac心脏的

chairman主席

challenging挑战性的

committee委员会

demanding要求过高的

wow哇

East Coast东海岸

feasible可行的

quite相当，十分

surgeon外科医生

training训练/培训

workshop车间；工作室

Phrases 短语表

Don't you just love (thing) ?难道你不喜欢 (某物) ?

for a living为生，谋生

I (did sth) once.我就 (做过某事) 一次。

Is that right?是吗？那样对吗？

not too bad还行，不算太坏

off to college上大学

over the last few years在过去的几年里

quite a few不少，相当多的

seems like感觉像，好像是

Sure do！当然！

take a minute (to do sth) 花一分钟时间（来做某事）

take part in参加，参与

these days当今

you mean.....你的意思是.....

实景对话1

A : I love your dress. It's such a nice color.

B : Oh, thanks !

A : My name is Whitney Johnson. What's your name?

B : I'm Linda Stevens. Don't you just love this weather?

A : It's a little too cold for me. I'm from California.We don't do winter in California.

B : I went to California once. Loved it ! We visited lots of different places.I think the kids liked Disneyland the best.

A : How many kids do you have?

B : Two, a boy and a girl. But they're grown and off to college by now.Sohave you been here for a long time?

A : Here in New York you mean?I just arrived last week.

B : Is this your first time to come to the city?

A : No, I've come to New York city quite a few times over the last years on business.

B : What do you do for a living?

A : I'm a doctor. A cardiac surgeon, actually. I come to New York to take part in medical trainings.

B : Wow, that's a very demanding job. What do you think is the most challenging aspect of what you do?

A : 我很喜欢您的衣服，颜色真好看。

B : 哦，谢谢。

A : 我叫惠特尼·约翰逊。您叫什么？

B : 我叫琳达·史蒂文斯。您不觉得天气不错吗？

A : 对我来说有点冷。我来自加利福尼亚，我们那里没有冬天。

B : 我去过加州一次，很喜欢。我们去过很多不同的地方。我想孩子们最喜欢的还是迪士尼乐园。

A : 您有几个孩子？

B : 两个，一个男孩和一个女孩。他们都已经长大成人，现在都上大学了。您来这里很久了吗？

A : 您是说纽约吗？我上周才来。

B : 您是第一次来这个城市吗？

A : 不，最近这几年因为工作关系，我来了好多次了。

B : 您从事的是什么工作？

A : 我是个医生。确切地说是心脏外科医生。我来纽约是参加一个医疗培训的。

B : 哇！那可是一个高要求的工作啊。您觉得您所从事的工作中最具挑战性的是哪部分？

实景对话2

A : Let me introduce myself. I'm Han Jinbo. Looks like we both came a long way today.

B : You are coming from China? That is a long way. How long was your flight?

A : About 15 hours. Not too bad.

B : Not too bad? Seems like a lot. I only flew from the East Coast. About 5

and a half hours.

A : Where do you live on the East Coast?

B : Actually I don't live there. I was just in Washington DC for meetings.

A : So now you're at another meeting. I wonder when they will get started?

B : I remember a time when meetings wouldn't last more than ten minutes.

Seems like it takes ten minutes just for everyone to sit down these days.

A : You know the committee chairman, Bob Evans?

B : Sure do !

A : How do you know Bob?

B : He's my old college roommate. We both went to Harvard.

A : Is that right?What do you think about Harvard's business school?

A : 我来自我介绍一下。我叫韩金波。看起来我们俩今天好像都是远道而来的。

B : 您来自中国？那可是挺远的。要飞多长时间啊？

A : 还行吧，大概15个小时。

B : 还行？还是挺长的。我是从东海岸飞过来的，大概5个半小时。

A : 您住在东海岸什么地方？

B : 事实上我不在那里住。我去华盛顿参加一个会议。

A : 那您现在又参加上另外一个会议了。我想知道他们什么时候开始？

B : 我记得以前的会议最多持续10分钟。现在好像每个人都需要10分钟才能入座。

A : 您认识委员会主席鲍勃·埃文斯吗？

B : 当然！

A : 您是怎么认识鲍勃的？

B : 他是我大学的室友。我们两个一起念的哈佛。

A：是吗？那您觉得哈佛的商学院怎么样？

工作午餐 The Working Lunch

商业午餐是一个在非正式的环境中和客户互相了解（get to know each other）的过程，双方聊生意、拉近感情，建立更深入的往来联系（build a relationship）。

提出邀请

虽然是非正式的午餐，事先还是要向客人提出邀请，问客人爱吃什么，什么时间方便就餐。

⊙Let's do lunch.

我们一起共进午餐吧。

⊙What's your favorite food?

您最喜欢吃什么？

⊙Are you a vegetarian?

你是素食主义者吗？

⊙What about (cuisine) , would that be alright for lunch?

觉得（菜系名）作为午餐怎么样？

⊙Can I meet you for lunch this afternoon?

今天午后，我能和您共进午餐吗？

⊙Let's go over things at lunch.

吃午餐的时候，我们再探讨。

⊙We can talk more about it over lunch.

我们吃午饭的时候再聊。

气氛

在进餐过程中要关闭手机。你需要做的一件很重要的事情就是倾听，但也不能只听不答，共同点或相异之处都可以是深化话题的契机。可以用一些比较私人的问题活跃气氛（ice-breaking），例如：“您是在哪里长大的？”

⊙Where did you grow up?

您是在哪里长大的？

⊙What do you think of.....?

对于.....您怎么看？

⊙Tell me more about.....

再告诉我一些有关.....

⊙Have you always.....?

您总是.....

⊙I wanted to ask your opinion about.....

我想知道您对.....的想法。

点菜

点菜时要询问客人的喜好和禁忌，避免点那些容易溅汁的食物（messy foods）。不要以为所有的外宾都喜欢西餐，如果能介绍一些他们不熟悉的美味也是一个很好的选择。不过要事先告诉他们菜的成分，如果他们面露不悦，就不要勉强。点菜时不能犹犹豫豫，反复改

动。此外，应当避免喝太多酒（excessive drinking）。因为午餐还是在谈生意的过程中。

⊙Shall we order the fish?I love lobster, but I'm afraid it might be too messy.

我们可以点鱼吗？我很喜欢龙虾，但是我担心会溅汁。

⊙The Peking Duck here is excellent.Should we give it a try?

这里的北京烤鸭非常棒。我们要尝尝吗？

⊙Let me suggest the pasta primavera.It's delicious.

我给您推荐素菜面。非常好吃。

⊙Do you like eggplant?We could order stir-fried vegetables.

你喜欢吃茄子吗？我们可以点些炒素菜。

⊙Would you like a knife and fork?Or would you rather use chopsticks?

你想要刀叉还是筷子？

⊙I was thinking of trying the new Thai restaurant.Does that sound appealing?

我想试一下新开的泰国餐厅。你有兴趣吗？

⊙Would you rather have Chinese or Western food?

你喜欢吃中餐还是西餐？

买单

你要坚持为午餐买单（pay for lunch）。也要注意一些情况，如

女士付钱 (pick up a tab) 会让一些男士感觉不舒服；有一些公司禁止员工接受请客 (being treated for meals)。无论如何，都不应在付账时争来争去。

A : Here's the check.....

B : Oh, I'll get it. After all I can put it on the company expense account.

A : No, I insist. Today is my treat.

A : 账单在这里.....

B : 我来吧。我可以把它归入公司的支出账上。

A : 别，我来吧。今天我请你。

A : Well, before we go, I'd like to show you a copy of our sales report. Can we take a look together?

B : Sure, let's have a look.

A : 好的，走之前我给您看一下我们公司的销售报告复印件。我们一起去看看吧？

B : 好的，我们一起去看。

总结

在觥筹交错之间，人与人之间很容易拉近距离。工作餐吃什么次要的，谈什么才是主要的。要让客人吃好喝好，还要加强彼此的信任。

Words 单词表

adventurous 冒险

appealing吸引人的

aspect方面

eggplant茄子

excellent棒极了

involvement参与

Italian意大利的

liability责任义务

pasta面食

Peking Duck北京烤鸭

rather宁愿

review复审，评估

sales report销售报告

stir-fried炒的

suggest建议

vegetarian素食主义者

Phrases 短语表

a little more familiar更熟悉一点

around the corner拐角处

thinking (of doing sth) 考虑 (做某事)

catch (sb) 碰上 (某人) ; 赶上 (某人)

do lunch 共进午餐

down the street 沿着街

from a.....standpoint 从.....观点来看

go into (a field) 从事 (领域)

go-ahead 请吧

it's a date 就这么定了

move forward 往前挪 , 移动

be a big (sth) fan 对.....迷恋

pizza place 比萨店

pose a liability 构成法律责任

sound appealing 听起来有吸引力

实景对话1

A : Joan, I was hoping to catch you this afternoon. Let's do lunch. Do you have time? I was hoping to review our sales report.

B : Today? Yeah, I guess I have time.

A : Great ! What's your favorite food? I was thinking of trying the new Thai restaurant around the corner. Does that sound appealing?

B : Thai? Well, I might not be that adventurous. Also, I'm not a big meat fan.

A : Are you a vegetarian?I didn't realize that. Well, we can try something a little more familiar. Would you rather have Chinese or Western food?

B : What about Italian, would that be alright for lunch?There's a pizza place just down the street.

A : Sounds great. I'll meet you there in about an hour?

B : It's a date.

A : 琼，我想今天下午去找你。我们共进午餐吧，你有时间吗？我一直希望能够评估一下我们的销售报告。

B : 今天？行，我想我有时间。

A : 太好了！你喜欢吃什么？我想去试一下拐角那家新开的泰国餐厅。你有兴趣吗？

B : 泰国菜？嗯，我不是那么有冒险精神。当然，对肉食我也不那么迷恋。

A : 你是素食主义者吗？我都不知道。那我们就去熟悉的地方吧。你喜欢吃中餐还是西餐？

B : 意大利餐作为午餐行吗？这条街就有一家比萨店。

A : 听上去不错。我一个小时后在那里等你？

B : 就这么定了。

实景对话2

A : Let me suggest the pasta primavera. It's delicious.

B : Thank you.I actually prefer Chinese food, though.

A : Well, the Peking Duck here is excellent. Should we give it a try?

B : Sounds good. Do you like eggplant?We could order stir-fried vegetables.

A : Good.Let's get that too.

B : So tell me more about the Martin account. What are the current developments now?

A : We have already received the go-ahead to move forward. Actually, I wanted to ask your opinion about the legal aspects.

B : Shoot.

A : Well, do you think that our involvement poses a liability for the company?

B : From a legal standpoint, no.

A : Have you always wanted to go into law?What do you think about the place law plays in today's business world?

A : 我向您推荐素菜面，非常好吃。

B : 谢谢。我还是比较喜欢中餐。

A : 好的，这里的北京烤鸭非常棒。我们要尝尝吗？

B : 听上去不错。你喜欢吃茄子吗？我们可以点些炒素菜。

A : 好的，我们也点那个。

B : 告诉我一些关于马丁账户的情况吧。现在有什么新的进展吗？

A：我们已经得到了进一步发展的许可。事实上，我想问一下你在法律方面的想法。

B：说吧。

A：好的，你觉得我们的介入会不会构成公司的法律责任？

B：从法律的角度来说，不会。

A：你一直都从事法律行业吗？你觉得法律在当今的生意圈里起着什么样的作用？

观光 Sightseeing

做国际贸易的好处（perks）之一就是商务旅行（travel on business），借此机会可以到处旅游。

在接待外国客人时，你可以带他们四处观光，去游览些名胜古迹，尽地主之谊。

⊙Is this your first time to visit China?

这是您第一次来中国吗？

⊙What would you like to see while you are here?

在此期间，您想去看些什么？

⊙I can be your translator and tour guide.

我很愿意做您的翻译和导游。

⊙I hope to have time to visit the Eiffel Tower while I am here.

我希望在此期间能有机会参观埃菲尔铁塔。

⊙Can we make arrangements to see the Statue of Liberty?

我们能安排去看自由女神像吗？

⊙Would you like to see Tiananmen Square?

您想去参观天安门广场吗？

⊙Did you have anything in mind that you wanted to see?

您想去哪里看看吗？

了解旅行信息

如果你要去国外旅行，一定别忘了要事先研究（do your homework）。对你的目的地要有个总体概念，包括博物馆、当地名胜、酒吧、餐馆等，这对你适应环境很有帮助（fit in）。

⊙Can you tell me how to get to the train station?

您能告诉我怎么到火车站吗？

⊙What time does the bus come?

公交车几点来啊？

⊙Will this shuttle take me to the airport?

这辆班车能带我去机场吗？

⊙How can I get to the Empire State Building?

我怎么才能到帝国大厦呢？

独自旅行

跟团去观光能省心一些，但你别忘了独自旅行也是很特别的体验（adventure）。去一些旅行手册（guidebook）上找不到的地方会非

常有意思。一般游客对主要景点趋之若鹜，但聪明的旅行者会选择一些大部分人不会留意，但也引人入胜（totally fantastic）的地方。而且，在这些地方总会淘到一些便宜货。

A : Do you want to go with me to the Metropolitan Museum?

B : Sure. Let's take the bus instead of a taxi. We'll see a little more of the city that way.

A : Okay. Look, they have a bus line that goes there directly.

A : 你想不想和我一起去参观大都会博物馆？

B : 当然。我们搭公交车去吧，不要搭出租车了。这样我们可以更好地欣赏这个城市。

A : 好的。你看，有去那里的直达车。

A : Shall we visit Ellis Island with the tour group tomorrow?

B : Actually, I was thinking of walking down to Central Park and doing a little sightseeing on my own. Want to come with me?

A : 明天我们要跟团去游览埃利斯岛吗？

B : 其实，我打算步行去中央公园，自己转转。你和我一起去吗？

国际客户

当你接待外籍客户（international guests）时，你可以教他们些简单的当地语言，如您好、谢谢、是/否和再见等。这样，他们就可以与当地人进行更多的互动，丰富（enrich）他们的文化体验（cultural experience）。

A : Let me teach you a few useful phrases. Try this. "Ni

Hao.”That means Hello.

B : “Nee How.”

A : Good job !

A : 我来教您几句日常用语吧 , “Ni Hao”的意思是说“你好” , 试试。

B : Nee How.

A : 真棒 !

饮食和文化特色

当你在给客户介绍当地主要名胜 (tourist attractions) 时 , 别忘了介绍当地的饮食和文化特色。同时 , 要看的总是比时间允许的多 , 所以 , 千万别搞成让人精疲力竭的旋风 (whirlwind) 式观光。要对客户的体力有个大致的评估 , 一般情况下时差 (jet lag) 对他们多少有些困扰。要确保每个客人都能跟得上大家的步伐 (pace) 。

⊙Would you like to try using chopsticks?I can teach you how.

您想试着用筷子吗 ? 我来教您怎么用。

⊙Try the Peking Duck.It’s a specialty food from this area.It’s very famous ,

and delicious, too !

尝一下北京烤鸭 , 这可是当地的特色 , 很有名也很好吃。

⊙How are you feeling?Do you feel up to going to the Temple of Heaven this afternoon?

您感觉怎么样 ? 今天下午还能去天坛吗 ?

⊙How about we take a rest this afternoon at the hotel before we continue our tour?

要不下午我们先在酒店休息，然后再继续我们的游览？

总结

“有朋自远方来，不亦乐乎？”更何况是来做生意，给你提供赚钱的机会。本着让客人“高兴而来，满意而归”的宗旨，在公务之外的活动上多花些心思，他们会永远记着你的人情。同样，为了生意和生活两不误，在去国外出差之前你就要多打听、多学习。如果有机会领略一般游客没有注意到的风景，那才是真的高人一筹。

Words 单词表

central park中央公园

East Coast东海岸

Eifel Tower埃菲尔铁塔

Elis Island埃利斯岛

Empire State Building帝国大厦

feasable可行

Forbidden City紫禁城，故宫

Great Wall长城

Metropolitan Museum大都会博物馆

Statue of Liberty自由女神像

Summer Palace颐和园

Temple of Heaven天坛

the Big Apple纽约（别名）

Tiananmen Square天安门广场

tour guide导游

translator翻译

Phrases 短语表

a short drive短短的车程

as a matter of fact事实上

feel up to (doing sth) 感受最多（做某事）

for sure确定无疑的，毫无疑问的

I was thinking of (doing sth) 我本想着（做某事）

if time would allow如果时间允许

in mind铭记，记住

jet lag时差

make arrangements安排，筹办

make time (to do sth) 抽时间（做某事）

no worries无需担忧

so far迄今，到目前为止

take (sth) into consideration考虑（某事）

take a rest休息一下

to be honest老实说

实景对话1

A : Is this your first time to visit China?

B : As a matter of fact, it is. I have really enjoyed my trip so far.It's so different from Germany, however.

A : For sure ! What would you like to see while you are here?I can help you make arrangements for some sightseeing. I can be your translator and tour guide.

B : That's very thoughtful. Thank you very much.I hope to have time to visit the Great Wall while I am here. Can we make arrangements to see the Forbidden City as well?

A : I'm sure that can be arranged. The Great Wall is a short drive from the city. Would you like to see the Summer Palace?

B : Well, certainly, if time would allow.....

A : How are you feeling?Do you have jet lag?Do you feel up to going to the Temple of Heaven this afternoon?

B : To be honest, I am feeling rather exhausted from the trip.....

A : No worries. How about we take a rest this afternoon at the hotel before we continue our tour?

B : That would be wonderful.

A : 这是您第一次来中国吗 ?

B : 是的。我过得非常愉快。和德国非常不一样。

A : 当然，在此期间您想去看些什么？我可以帮您安排观光，我很愿意做您的导游和翻译。

B : 那真是太体贴了，非常感谢您。我希望在此期间能有机会去爬长城。我们能安排去参观一下故宫吗？

A : 都可以安排的。长城离城市的车程不远。您想去参观颐和园吗？

B : 那当然。如果时间允许的话。

A : 您感觉怎么样？还有时差反应吗？今天下午还能去天坛吗？

B : 老实说，旅途让我有些筋疲力尽.....

A : 别担心，要不下午我们先在酒店休息，随后再继续我们的游览？

B : 那太好了。

实景对话2

A : How exciting ! We're actually in the Big Apple ! I have always wanted to visit New York City, and now, because of our international training meeting, we're actually here. I hope we can make time to see some of the sights while we are here.

B : I'm sure they've taken sightseeing into consideration when putting our schedule together. In fact, we are totally free this afternoon. Did you have anything in mind that you wanted to see?

A : Do you want to go with me to the Metropolitan Museum?

B : Sure. Let's take the bus instead of a taxi. We'll see a little

more of the city that way.

A : Okay. Look, they have a bus line that goes there directly.I wonder when the bus comes.

B : We can ask that guy. Excuse me, what time does the bus come?

C : Uh. It should be here every twenty minutes or so. There's a bus schedule on the wall over there.

A : Thanks !

B : Shall we visit Ellis Island with the tour group tomorrow?

A : Actually, I was thinking of walking down to Central Park and doing a little sightseeing on my own. Want to come with me?

B : Maybe. I wanted to visit the Statue of Liberty, though. Also, I want to see the Empire State Building.

A : Maybe this bus will take us there, too. Let's ask the driver. Excuse me , how can I get to the Empire State Building?

A : 太激动人心了！我们现在在纽约了！我一直都非常想来纽约逛逛的，因为我们的国际培训会议，现在我们竟然真的在这儿了！我希望我们在此期间能抽空去看一些景点。

B : 我相信，他们已经将观光作为时间表的一部分考虑其中了。其实，我们今天下午有空，你想去哪里看看吗？

A : 你想不想和我一起去参观大都会博物馆？

B : 当然。我们搭公交车去吧，不坐出租车了。这样我们可以更好地欣赏这个城市。

A：好的。你看，有去那里的直达车。不知道车几点来。

B：我们可以问一下那个伙计。打扰一下，公交车几点来啊？

C：嗯。应该是差不多每20分钟一趟。那边墙上有公交车的时刻表。

A：谢谢！

B：明天我们跟团去游览埃利斯岛吗？

A：其实，我打算步行去中央公园，自己转转。你和我一起去吗？

B：也许吧。我本来想去参观自由女神像。而且我也想去看看帝国大厦。

A：也许这辆公交车可以带我们去那里，我来问问司机。打扰了，怎样才能去帝国大厦呢？

考察工厂 **Factory Tours**

要让你的客户对你的产品和服务都有所认知（learn about），最有效的途径就是请他参观你的工厂。工厂考察是发展持久性合作伙伴关系（lasting business partnerships）的重要因素。通过现场考察，买家对你的产品质量和工艺都可以放心（assured of）。

考察通常从会议室或办公区的欢迎致辞开始，大约两分钟的时间。

◎Welcome to our factory site.It's a pleasure to have you visit this morning.

欢迎您来到我们的工厂。今早您能大驾光临让我们倍感荣幸。

⊙Let me be the first to welcome you to Milton Manufacturing. We hope you enjoy your tour today.

首先请允许我对您到访米尔顿制造表示热烈欢迎。我们希望您今天的考察愉快。

⊙Since it's your first time to visit our factory, I want to be sure to answer any questions you might have.

由于这是您第一次来访问我们工厂，我很愿意解答您的任何问题。

⊙Please feel free to ask questions at any time during our presentation.

在我们介绍期间，您有什么问题可以随时提问。

⊙We'll start our tour by introducing a little more about our company organization.

我们将通过对我们公司机构的进一步介绍来开始我们的考察。

⊙We'd be delighted to conduct a tour for you when you are in the area.

我们非常乐意带领您在该地参观。

⊙Please make yourselves at home.

一切自便，不用客气。

全面概述

对公司的产品、服务和项目做一个全面概述（broad overview），同时对重要环节做详细介绍。这部分的介绍也应该在会议室或主办公区，大约5分钟的时间。

⊙We'll be able to see each step in the production process, from initial designing to finished product.

我们将看到从最初设计到成品的每一步生产过程。

⊙During our tour, you will see the precision craftsmanship coming together at every step in production.

在参观的过程中，您将看到每一个生产环节的精湛工艺。

⊙Ningbo Toy Manufacturing has been in the toy business for over thirty years.

宁波玩具制造从事玩具生意已经30多年了。

⊙We export our products to over 60 nations and territories.

我们的产品出口到60多个国家和地区。

⊙Our quality control processing has been awarded national recognition for three years consecutively.

我们的质量控制处理技术已经连续三年得到了国家的认证。

⊙You'll see that in our factory, safety first is our motto.

在我们的工厂中您将看到，“安全第一”是我们的座右铭。

⊙You will meet the dedicated team that makes up the Ningbo Toy Manufacturing family.

您将见到组成宁波玩具制造大家庭的精英团队。

⊙We engineer and build quality products that will give consumers many years of enjoyment.

我们设计和生产的高质量产品使我们的客户受益多年。

参观贯穿整个厂区

每个环节大约3到5分钟。每个环节上介绍内容应包含：

- 这里是哪一道流程？
- 有什么用途？
- 此流程的结果是什么样的？
- 工艺和质量监控以及别的相关信息（pertinent information）。

☉Here's where.....

这里是.....

☉You can see.....

您可以看到.....

☉I'd like to draw your attention to.....

我希望您能留意到.....

☉If you look carefully, you'll notice.....

如果您仔细看的话，您会发现.....

☉Let me introduce.....

让我来介绍一下.....

总结（wrap-up）和问答阶段：做一个综述并给出提问时间，大约5分钟。

☉That's about it.Does anyone have any questions?

大致就这些了。谁有什么问题吗？

⊙Now we come to the end of the tour.Any questions?

现在我们的参观进入了尾声。有什么问题吗？

⊙If you have any further questions or want to know more, simply send us a note through the Customer Relations or call us.

如果您还有别的什么问题或想了解更多，您可以通过客户公关部留言给我们或者打电话给我们。

总结

客户如果不是为了眼见为实、知根知底，一般不会不远万里前来考察一个工厂。为了让客户不虚此行，在参观过程中你可以把公司的服务意识、质量信心、负责态度贯穿其中。这样客人在下订单的时候才不会有太多的顾虑和担忧。

Words 单词表

craftsmanship工艺

dedicated专用的；杰出的

enjoy欣赏；享受

export出口

motto座右铭，格言

overall全部的，全面的

precision精密

presentation介绍

production生产

spend花（时间）

team组，队

territory地区，区域

welcome欢迎

Phrases 短语表

（any thing）you might have您有任何（事/come together走到一起，集合需求）

wrap up完工，结束

draw attention to.....对.....表示注意

factory site厂址

feel free无需拘束，不用客气

finished product成品

initial design初步设计；原设计

let me be the first to welcome you首先请允许我对您表示欢迎

make up化妆；补偿

production process生产程序

quality assurance质量保证

quality control质量监控

question and answer问答

raw materials原材料

safety first安全第一

the (name of organization) family (某机构) 的大家庭

be in business从事贸易；做生意

实景对话1

A : Welcome to our factory site. It's a pleasure to have you visit this morning.

Let me be the first to welcome you to Ningbo Toy Manufacturing. We hope you enjoy your tour today. Since it's your first time to visit our factory, I want to be sure to answer any questions you might have. Also, Please feel free to ask questions at any time during our presentation.

B : I have a question. How long will the tour last?

A : We'll spend about 5 minutes in orientation , 20 minutes on the factory floor, and about 5 to 10 minutes wrapping up with question and answer at the end. Overall, the tour should last no more than half an hour. During our tour, you will see the precision craftsmanship coming together at every step in production. We'll be able to see each step in the production process, from initial design to finished product. You'll also meet the dedicated team that makes up the Ningbo Toy Manufacturing family.

B : How long has Ningbo Toy Manufacturing been in business?

A : Ningbo Toy Manufacturing has been in the toy business for over 30 years.

We export our products to over 60 nations and territories.

A : 欢迎您来到我们厂。今早您能大驾光临让我们倍感荣幸。首

先请允许我对您光临宁波玩具制造表示热烈欢迎。希望您考察愉快。由于这是您第一次访问我们工厂，我很愿意解答您的问题。当然，在我们介绍期间，您随时可以提问题。

B：我有个问题，我们的考察将会持续多长时间？

A：我们将花5分钟做介绍，20分钟参观工厂车间，最后还有5至10分钟的问答。整个参观加起来不会超过半小时。在参观的过程中，您将看到每一个生产环节的精湛工艺。我们将看到从最初设计到成品的每一步生产过程。您也将见到组成宁波玩具制造大家庭的精英团队。

B：宁波玩具制造成立多久了？

A：宁波玩具制造从事玩具生意已经30多年了。我们的产品出口到60多个国家和地区。

实景对话2

A：I'd like to draw your attention to this machine over here. This machine controls the temperature of the raw materials before they are poured into the metal molds. You can see, the machine is equipped with several internal temperature gauges. If you look carefully, you'll notice that the gauges are connected to our overhead computer system. We monitor the temperature within a tenth of a degree Celsius.

B：Is that really necessary?

A：For safety reasons and for quality assurance, we make sure the temperature is not too hot. You see, in our factory, safety first is our motto.

B：You said the temperature monitoring is also for quality assurance?

A : Yes, it is. Our quality control processing has been awarded national recognition for three years consecutively. Let me introduce Mary Lin, one of our quality control managers. Mary, can you share with our visitors more about what we do to make sure the quality of our products is second to none?

C : Certainly !

A : 请您注意看这边的这台设备。这台设备控制着原材料在浇灌到金属模具之前的温度。您可以看到这个机器配备好几个内置温度计。如果您仔细看，您会发现温度计是和我们头顶的电脑系统相连的。我们将温度控制在十分之一摄氏度以内。

B : 有必要吗？

A : 出于安全和质量的考虑，我们要确保温度不能太高。您看到了，在我们工厂，“安全第一”是我们的座右铭。

B : 您刚说到的温控也是出于质量保证的考虑吗？

A : 是的。我们的质量控制技术已经连续三年获得了国家的认证。我给您介绍一下我们的质量控制主管之一玛丽·林。玛丽，你能否给我们的客人介绍一下我们在确保质量方面所做的工作？

C : 好的。

告别和致谢 Farewells and Thanks

一封感谢短信的重要性常常被忽视，但事实上人们总是对最后的接触（last interaction）印象深刻，表达感谢的短信能担此重任。

一般在会议、访谈和面试之后都可以适时发出一封短信，感谢对方所给予的时间和关注。

☉Thank you for spending the afternoon with us.

感谢您和我们共度这个下午。

☉Let me leave you with my card.

我给您留张我的名片。

☉Thanks again for all your help.

再次感谢您的帮助。

☉Let's be sure to keep in touch.

我们一定要保持联系哦。

☉I am glad you had a chance to take a factory tour.Can I answer any last questions?

我很高兴您能来参观工厂。还有什么问题我能回答吗？

☉Thanks for making all the arrangements for us and for seeing us off at the airport.

感谢您为我们所做的所有安排，并来机场为我们送行。

☉Thanks for everything !

感谢您所做的一切！

☉We wish you the best !

我们祝愿您一切顺利。

☉Take care !

保重！

方式

一般致谢信在事后24到48小时寄出。手写的感谢信总是更能体现情真意切。公司信纸（company stationary）或卡片也是可以考虑的。正确的格式是问候在左上方（upper left），签字在右下方，时间在右上方。正式的商务感谢信应该打印出来。

⊙I appreciate everything you did to make our visit a success.

感谢您为我们的成功访问所做的一切。

⊙It was a great pleasure for us to have the opportunity to.....

我们为能够有机会.....感到非常荣幸。

⊙How grateful we are for your contributions to our success !

我们非常感激您为了我们的成功所做的贡献！

⊙We wish you the best in all your future endeavors.

我们祝愿您万事如意，马到成功。

⊙May you see future success.

祝您一切顺利。

⊙I send my warmest wishes and my deepest appreciation.

送上我最诚挚的问候和最深切的感激。

别的形式

通过电子邮件来表达谢意在时间上占有优势，所以也是可供考虑的方式之一。电子邮件与书面感谢信的格式一样。电话感谢也是可以考虑的，电话无法接通时可以通过语音信箱留言（leave a voice mail）。面试后的感谢信是非常必要的，如果面试你的同时有好几个人，那就把信寄给那个有决定权的人。在问候时要使用正确的称谓，对于女性最好用“女士”（Ms.），显得更正式。

⊙Mr.Johnson, thank you for taking the time to meet with me last Thursday.

约翰逊先生，非常感谢您上周四抽空与我会面。

⊙I appreciate you making time out of your busy schedule to discuss.....

我非常感激您从百忙之中抽空来讨论.....

⊙If there is anything else I can help you with or any other questions you may have, please don't hesitate to contact me.

如果有什么我可以帮忙的或者您还有什么问题，请尽管和我联系。

⊙I look forward to the next opportunity we have to visit again.

我期待着我们能有机会再次会面。

⊙I look forward to hearing from you again soon.

我希望能尽快听到您的音信。

⊙Please let me know if there is anything more I can assist you with.

如果还有别的什么事情我能够协助的，请一定通知我。

如果是面对面的告别，你还应当：

- 对于对方的努力和贡献表示感谢。
- 积极评价。
- 指出一到两条如此感激的原因。

●通过一个小礼物或纪念品表示良好祝愿。

A : I've really enjoyed the time we've spent together, Bob. I know you've made a great contribution to the development of our current business proposal while you've been here. We all appreciate you as a brilliant resource.

B : Now, now.....I probably just got in your hair !

A : Seriously, we appreciate your visit.

A : 鲍勃，在与您一起度过的时间里，我感觉非常愉快。我知道您在此期间为我们目前的商业发展计划做出了巨大贡献。我们很欣赏您的足智多谋。

B : 过奖，过奖.....我可能给您添了不少的麻烦。

A : 说真的，我们对您的访问深表感激。

A : Next time, please remember to bring your fishing pole ! On our off time , you can show us those fishing skills we heard so much about this week !

B : Ha ha, yeah right.

A : Seriously, if you have any more questions about our project after you get back to your office, be sure to give us a call.

A : 下次可别忘了带来您的鱼竿！空闲的时候您可以向我们展示一下您的钓鱼技巧，这个星期我们可没少听您说。

B : 哈哈，好的。

A : 话说回来，您回到办公室后，对于我们的计划如果还有什么别的疑问，一定要打电话告诉我们。

总结

我们常说“礼多人不怪”。一封感谢信不但不会让人“责怪”，反而会给对方留下你办事细心周到的印象。告别时的一两句感激的话，一个小小的礼物，都会使彼此的关系得到升华，为友谊奠定基础。

Words 单词表

appreciate感激；赞赏

arrange安排

benefit利益；效益

brilliant巧妙的；令人印象深刻的

contribution贡献，付出

development发展，进步

handwritten手写的

opportunity机会

partnership合伙关系

viewpoint观点，看法，见解

resource资源

thoughtful周到的，深思的，体贴的

Phrases 短语表

a nice touch印象深刻，感觉良好

arrange a visit安排访问

be sure to一定要

business proposal商业建议

deepest appreciation最深切的感激

get in (sb's) hair打扰 (某人)

in person亲自，本人

It's been my pleasure.这是我的荣幸。

keep in touch保持联系

leave (sb) a card留给 (某人) 一张名片

look forward to (sth) 期待 (某事)

make a contribution做出贡献

open (sth) up打开 (某物)

please don't hesitate to (do sth) 尽管/无须犹豫 (做某事)

take a look看一下

take care照顾，保重

take time out of a schedule抽空

wonder (what/who) 想知道 (什么/谁)

warmest wishes最诚挚的祝福

实景对话1

A : I've really enjoyed the time we've spent together, Bob. I know you've made a great contribution to the development of our

current businessproposal while you've been here. We all appreciate you as a brilliant resource.

B : Now, now.....I probably just got in your hair !

A : Seriously, we appreciate your visit.

B : Well, I'm sure I've benefited as well. Thanks for letting me spend the afternoon with you. I really appreciate your viewpoint on our business models.

A : Oh, it's been my pleasure.

B : Here, let me leave you with my card. If there is anything else I can help you with or any other questions you may have, please don't hesitate to contact me.

A : Thanks ! Thanks again for all your help !

B : I look forward to the next opportunity we have to visit again.

A : Yes, I look forward to hearing from you again soon. Let's be sure to keep in touch.

B : Take care !

A : 鲍勃，在与您一起度过的日子里，我感到非常愉快。我知道您在此期间为我们目前的商业发展计划做出了巨大贡献。我们很欣赏您的足智多谋。

B : 过奖，过奖.....我可能给您添了不少的麻烦！

A : 说真的，我们对您的访问深表感激。

B : 我也是受益匪浅。感谢您和我共度这个下午。我非常欣赏您

关于我们商业模式的见解。

A：哦，那是我的荣幸。

B：我给您一张我的名片。如果有什么我可以帮助的或者您还有什么问题，请尽管和我联系。

A：谢谢！再次感谢您的帮助。

B：我期待着我们能有机会再次会面。

A：是的，我希望能尽快听到您的音信。我们一定要保持联系哦。

B：保重！

实景对话2

A：You've got a note in the mail. Looks like it's postmarked from Beijing.

Wonder who that could be from.....

B：Beijing?Really?Well, let's open it up and take a look. Oh, it's a thank you note from Mr. Zhang.That's nice.

A：Mr.Zhang?Who's that?

B：Mr. Zhang is an Chinese engineer who came last week for a meeting.He's written a very thoughtful thank you note. Here, listen.

A：Yeah.....

B：“Dear Mr. Johnson.Thank you for taking the time to meet with me last Thursday. I appreciate everything you did to arrange my visit, and I especially appreciate you taking time out of your busy schedule to discuss the contributions our company can make

to your current projects. It was a great pleasure for us to have the opportunity to meet in person and build a stronger partnership. We wish you the best in all your future endeavors and send our warmest wishes and deepest appreciation.”

A : Is the note handwritten? That's a nice touch !

A : 信箱里有你的一封信。看邮戳是从北京寄来的。不知道是谁发的……

B : 北京？真的吗？好，我们打开看看。哦，是张先生寄的一封感谢卡。真是太好了。

A : 张先生？是谁啊？

B : 张先生是上周来开会的一个中国工程师。他写了一封感谢信。这儿，你听……

A : 嗯……

B : “亲爱的约翰逊先生：非常感谢您上周四抽空与我们会面。我很感激您为我的访问所做的所有安排，而且我要特别感谢您从百忙之中抽出时间来讨论关于我们公司参与您目前规划的事宜。能够与您当面会晤并建立密切往来，我们深感荣幸。我们祝愿您在未来的工作中万事如意，并送上我们最热情的祝福和最诚挚的感激。”

A : 是手写的吗？感觉还真不错！

十项全能之八 介绍自己和公司

You and Your Company

自我介绍 Introducing Yourself

与某人的初识对以后彼此关系的发展起着决定性的作用。由于这个原因，相互介绍无疑就非常重要了。你的所说和所做一定要再三斟酌，一举一动（every move you make）都会给别人留下印象，形成别人对你的定位，别人会因此决定是否有必要和你加深接触。

如果你想结识某人，不妨主动上前自报家门，选择一个双方的共同点来引起对方注意。

⊙Hi, I noticed your presenter's badge. My name is Charles McKay. I am a presenter, too. What are you going to be talking about today?

嗨，我留意到您的讲座师胸牌。我叫查尔斯·麦凯，也是位讲座师。今天您将介绍什么内容？

⊙My name is Malcom Johnson, I'm with Medicom Entertainment. It's nice to meet you.

我叫马尔科姆·约翰逊，来自麦迪娱乐。很高兴认识您。

⊙Let me introduce myself. I'm Xiaoping Zhang. I'm the CEO of Megatron Electronics.

请允许我自我介绍一下。我叫张小平，是麦加登电子的董事长。

⊙Hi, I'm Zhang. I'll be working with your team for the next few

days.

嗨，我是张。在以后的几天里，我将和您的小组一起共事。

久闻大名

告诉对方你久闻他的大名，容易让对方对你产生亲近感。这个时候，自我介绍会给对方留下深刻的印象（nice touch）。

⊙Mr.Samuels, It's great to have a chance to finally meet you.I've heardso much about you from my coworkers.

塞缪尔斯先生，真高兴终于有机会认识您了。我从同事那里听到了许多关于您的事。

⊙It's Mark, right?I'm glad to have a chance to know you.I'm Jill Madison.

是马克吗？很高兴能有机会认识您。我叫吉尔·麦迪逊。

⊙Ms.Mitchell, It's such a pleasure to meet you.My name is Noelle Stevens.

米切尔女士，认识您真是荣幸之极。我叫诺埃尔·史蒂文斯。

⊙How is everything going, John?Let me introduce myself, I'm Nancy.

约翰，都还好吧？自我介绍一下，我叫南茜。

设一个情节

共识（mutual acquaintance）或者相似的背景（background）是开启对话的钥匙。

这样能够让对方知道你不是无缘无故地在浪费他的时间（waste their time）。

☉Mary at Autonamics gave me your name.She said you're the perfect person to ask about marketing strategies.

自主电子公司的玛丽告诉了我您的名字。她告诉我说您是咨询有关市场战略的最佳人选。

☉I believe you've probably been contacted by Bob in our Finance Department about some accounting advice. I wanted to follow up with you about your suggestions for us.

我相信您已经和财务部门的鲍勃在账目方面接触过了，我想接下来听听您对我们有哪些建议。

提问

问对方他们做什么工作，喜欢做什么，以及他们的经历。人们总是喜欢谈及自己。所以你要更多地让对方说，但是绝不可以接二连三地问（rapid-fire interrogation）。

☉So how long have you worked for Microblast?Have you always worked in accounting?

那您在微爆电脑工作多久了?您一直都在做财务方面的工作吗？

☉What brought you here to this meeting?Is it your first time to visit Bangkok?

您是出于什么原因来参加这个会议的？这是您第一次到曼谷吗？

☉Have you worked with broadcasting before?What are the major projects your department has been working on this year?

您曾经在广播方面工作过吗？您所在的部门今年主要致力于哪些项目的工作？

自信倾听，积极反应

对方会通过你专注的眼神读到更多的尊重；及时的反馈会让对方知道你对他表达的内容理解得很充分，而且感兴趣。从对方的故事中你会发现更多的共同之处，从而深入对话，加深彼此的了解。

A : Our marketing team really came together for this presentation. I am pleased with the way it has turned out.

B : That's great, congratulations. You said Bob was the marketing head , right?Did he come along for the presentation?

A : 我们的营销小组通常都是一起来做展示的，我对于这种方式的成效很满意。

B : 那太好了，恭喜。您刚才说鲍勃是营销主管，对吗？他也来参加讲座了吗？

A : It's been difficult to get used to the California market.

B : That's right, you said you're originally from New York. So tell me, what are the newest trends in the industry on the East Coast?

A : 适应加利福尼亚的市场很难。

B : 是的。您说过您来自纽约。那跟我说说东海岸行业的最新趋向是什么吧？

回答

回答提问是介绍自己和公司的好机会。可以穿插一些市场信息（marketing message），但介绍不宜过长，否则就很可能成为独角戏了（dominate the conversation）。

A : Which company did you say you're with?

B : I work for Charlon Computers. I am in charge of new

product development. We're currently looking to expand our laptop offerings, and we are also investing in the development of AI.

A : 您说您是来自什么公司 ?

B : 我效力于沙隆电脑公司。我负责新产品的研发。最近我们正在拓展我们的手提电脑产品, 同时在人工智能方面也有所发展。

A : So is it your first time visiting China?

B : Yes, it is. I've really enjoyed my stay so far. Our trip this time will focus on developing partnerships for our exportation business. We work mostly with small farm equipment manufacturers. We'd like to move into a new market, we're looking into heavy construction equipment.

A : 那么说这是您第一次来中国 ?

B : 是的。这段时间我过得很开心。这次的访问主要是为我们的出口生意发展伙伴关系。我们主要生产小型农机设备, 有意转向新的市场领域, 我们正在了解重型建筑设备。

总结

勇于结识新朋友、建立新的联系人, 总是比羞答答故步自封的人有更多机遇。自我介绍是第一步, 也是别人将你在脑海中定位的关键, 只言片语之间就能反映出你的涵养和信心。交朋友不一定是为了做生意, 但人们都愿意把生意交给熟悉或印象深的朋友。

Words 单词表

AI人工智能

badge 证章; 标牌

broadcasting 广播; 播放

CEO首席执行官

construction建筑

exportation出口

farm equipment农机设备

finally最终，终于

industry工业

manufacturer生产商，制造者

partnership合伙关系

presenter主持；讲解

trend动向，趋势

Phrases 短语表

as a matter of fact事实上

as well也

be pleased with.....对.....满意

come together一起来

complete education完成学业

expand offerings扩展产品

have a chance有机会

hear so much about (sb) 久闻 (某人)

heavy equipment重型设备

marketing head营销主管

marketing strategies市场战略

move into a new market转入新的市场

nice to meet you很高兴认识你

product development产品研发

programming director编程主管

represent (a company) 代表 (一个公司)

right person to talk to谈的合适人选

talk about谈及

tech support技术支持

to be with (a company) 来自.....公司

turn out结果

work on致力于

实景对话1

A : Hi, I noticed your presenter's badge. My name is Charles McKay.I am presenting this morning as well. What are you going to talk about?

B : Mr. McKay, it's nice to meet you.I'm actually not presenting until tomorrow afternoon. My name is David Samuels.I am the Head programming director at Microblast computers.I will be

talking about our new AI projects.What company are you representing?

A : Mr. Samuels, It's great to have a chance to finally meet you.I've heard so much about you from my coworkers. I work for Charlon Computers.I am in charge of new product development.We're currently looking to expand our laptop offerings, and we are also investing in the development of AI.What kind of new AI projects is Mircoblast working on now?

B : Well, I'll certainly be talking more about that in my presentation. We've got some new and very exciting developments. I hope you can attend my presentation.Our Marketing head, Bob Johnson, is the right person to talk to for more information if Charlon Computers is interested in partnership on AI.

A : Great, I actually know Bob quite well. He's mentioned many of your projects. Didn't they have their presentation yesterday?

B : Yes, as a matter of fact, they did. Our marketing team really came together for the presentation. I am pleased with the way it turned out.

A : That's great, congratulations. You said Bob was the marketing head, right?Did he come along for the presentation?

A : 嗨，我留意到您的讲座师的胸牌。我叫查尔斯·麦凯，我也是今天早上的讲座。您要介绍什么内容？

B : 麦凯先生，很高兴认识您。事实上明天下午才是我的讲解时间。我叫大卫·塞缪尔斯。我是微爆电脑的首席编程主管。我会谈到我们的人工智能产品。您代表哪个公司？

A : 塞缪尔斯先生，终于有机会认识您了，真是太高兴了。我从

同事那里听过许多关于您的事。我为沙隆电脑公司效力。我负责新产品的研发。最近我们正在拓展手提电脑产品，同时在人工智能方面也有所发展。微爆目前正研发的是什么人工智能项目呢？

B：我将在我的介绍中着重谈那方面，我们已经取得了一些令人振奋的进展。

我希望您能来我的讲座。如果沙隆电脑公司对人工智能项目的合作有兴趣的话，那得更多地和我们的营销主管鲍勃·约翰逊先生谈。

A：好的，事实上我和鲍勃也很熟。他提过很多您的项目。他们昨天不是也有讲座吗？

B：是的，他们昨天确实有讲座。我们的营销小组通常都是一起来做展示的。

我对这种方式的成效很满意。

A：那太好了，恭喜。您刚才说鲍勃是营销主管，对吗？他也来参加讲座了吗？

实景对话2

A：It's Mr. Zhang, right? I'm glad to have a chance to know you. I'm Jill Madison.

B：Ms. Madison, it's a pleasure. Let me introduce myself. I'm Xiaoping Zhang. I'm the CEO of Megatron Electronics.

A：Please, call me Jill. Yes, Mr. Zhang, I know you are with Megatron.

Mary at Autonamics gave me your name. She said you're the perfect person to ask about marketing strategies.

B：Is that right? Well, Mary is a good friend of mine, who did

you say you were with?

A : Oh, forgive me. I forgot to introduce myself properly. I am the media consultant for Siemens Imports.

B : So is it your first time visiting China?

A : Yes, it is. I've really enjoyed my stay so far. Our trip this time will focus on developing partnerships for our exportation business. We work mostly with small farm equipment manufacturers. We'd like to move into a new market, we're looking into heavy construction equipment.

B : Farming and construction equipment are very different from what we do.

However, I am very aware of the condition of the Chinese market these days, so I would be happy to answer any specific questions you might have.

A : Thank you, thanks very much !

A : 是张先生吗？很高兴有机会认识您。我叫吉尔·麦迪逊。

B : 麦迪逊女士，很荣幸认识您。请允许我自我介绍一下。我叫张小平，是麦加登电子的董事长。

A : 请叫我吉尔。我知道您是麦加登公司的。自主电子公司的玛丽告诉了我您的名字。她告诉我说您是咨询有关市场战略的最合适人选。

B : 是吗？哦，玛丽是我的一个好朋友，您说您是来自……

A : 哦！请原谅，我忘了介绍了。我是西门子进口公司的媒体顾问。

B：那么说这是您首次来华？

A：是的。这段时间我过得很开心。这次访问主要是为我们的出口生意发展伙伴关系。我们主要生产小型农机设备，有意转向新的市场领域，我们正在了解重型建筑设备。

B：农用和建筑设备与我们的生意大相径庭。但是，我对近期的中国市场条件有所了解。如果您有任何具体问题，我都愿意解答。

A：谢谢您，真的是非常感谢！

介绍上司、同事和访客 **Introducing Your Boss, Coworkers, and Visitors**

介绍老板、同事和访客要遵循和自我介绍大致相同的规则（follow the same rules）。此外还有一些礼节（etiquette）也需留意。

介绍双方时，姓和名都要说清楚。

⊙Alison, I'd like you to meet Jordan Weber. Jordan, this is Alison Snow.

埃莉森，我来介绍你认识一下乔丹·韦伯。乔丹，这位是埃莉森·斯诺。

⊙Let me introduce Micheal Lumbard. Joan Summers, This is Michael.

让我来介绍一下迈克尔·伦巴德。琼·萨默斯，这位是迈克尔。

⊙Hello everyone, meet Jin Hongwei. He's our new marketing executive.

Jin, this is Martin Michell, Harry Miller, and Jean Smith.

大家好，认识一下金宏伟，我们新来的市场部主管。金，这是马丁·米歇尔、哈里·米勒，还有吉恩·史密斯。

⊙Dr.Potter, do you have a minute?Let me present Lina Chin.Lina, this is Dr. Harold Potter.

波特博士，您有空吗？让我来介绍一下秦丽娜。丽娜，这位是哈罗德·波特博士。

头衔

如果你要介绍的人有头衔，一定不要忘记附加在姓名之后。头衔往往会表明教育水平（教授、博士），职业（法官、老师），军衔（少校、上校、将军）或者政治地位（大使、主席、议员）。

⊙John, this is Dr.Sally Ford.Dr.Ford is the head physician at Saint Mary's Hospital. Dr.Ford, please meet John Flynn.

约翰，这位是萨莉·福特医生。萨莉·福特医生是圣玛丽医院的主任医师。福特医生，请您来认识一下约翰·弗林。

⊙Professor Smith, let me introduce you to Gertrude Childs.Gertrude, this is Professor Jack Smith.

史密斯教授，让我来为您介绍一下格特鲁德·蔡尔兹。格特鲁德，这位是杰克·史密斯教授。

⊙Dr.Zeng, may I take a moment to introduce Margaret Xia?Margaret ,

this is Dr. Jindong Zeng, he is the head of the Physics Department.

曾博士，能允许我介绍一下玛格丽特·夏吗？玛格丽特，这位是物理系主任曾金东博士。

⊙Judge Cole, this is Jessica Liu.Jessica, this is Judge Thomas Cole.

科尔法官，这位是杰西卡·刘。杰西卡，这位是托马斯·科尔法官。

顺序

出于礼貌应主动将较年轻的（less prominent）介绍给年龄稍大的（more prominent）；先介绍女士，后介绍先生，先介绍和自己关系较远的，后介绍和自己亲密的（如：先介绍访客，后介绍老板）。

⊙Arthur Reed, I'd like you to meet Professor Georgia Harris.

阿瑟·里德，我想让你认识一下格鲁吉亚·哈里斯教授。

⊙Captain Smith, let me present Colin Ricks.Colin is a recent recruit, but he shows a lot of promise. Colin Ricks, this is Captain Albert Smith.

史密斯上尉，让我来为您介绍一下科林·里克斯，他是位新兵，但前途无量。科林·里克斯，这位是阿尔伯特·史密斯上尉。

特殊关系

如果你介绍的人和你有特殊关系（specific relationship），介绍时一定要将此关系清晰表明，加上类似“我的老板”“我的同事”或“我的秘书”等说明。

A : Dr. Zeng, may I take a moment to introduce my coworker Margaret Xia?Margaret, this is Dr. Jindong Zeng, he is the head of the Physics Department.

B : Ms. Xia, nice to meet you.

A : Margaret is the administrative assistant for Mr. Jones.

A：曾博士，耽误您一会儿时间，介绍您认识一下我的同事玛格丽特·夏。玛格丽特，这位是曾金东博士，他是物理系的主任。

B：夏女士，很高兴认识您。

A：玛格丽特是琼斯先生的行政助理。

A：Professor Smith, let me introduce you to my boss Gertrude Childs.

Gertrude, this is Professor Jack Smith.

B：Hello Ms. Childs. It's a pleasure to meet you.

A：史密斯教授，让我给您介绍一下我的老板格特鲁德·蔡尔兹。格特鲁德，这位是杰克·史密斯教授。

B：您好，蔡尔兹女士，很高兴认识您。

介绍一个人给一群人的时候，首先介绍团体成员，再介绍个人，无论级别或地位（social position）如何。

A：Dr. Villaba, I'd like you to meet the members of our department. Kurt Xu, Miyonghee Kim, and Sean Martin. Everyone, this is Dr. Jorge Villaba.

B：Hello everyone! I look forward to getting to know you better.

A：比利亚瓦博士，我想让您认识一下我们部门的成员：科特·徐，金民熙和肖恩·马丁。各位，这位是豪尔赫·比利亚瓦博士。

B：大家好！希望我们能加深了解。

A：Steve, let me introduce our finance team. This is Merlin Lewis, he's the department head. Joan Andrews, our account

supervisor, and Jacky Ding, our finance secretary. Everyone, this is Steve Simmons, head of auditing from the corporate offices.

B: Welcome, Steve! Let us know if you have any questions.

A: 史蒂夫，让我来介绍一下我们的财务团队。这位是梅林·刘易斯，他是部门主管；琼·安德鲁斯，我们的财务监督；还有杰克·丁，财务秘书。各位，这位是史蒂夫·西蒙斯，我们集团公司的审计主管。

B: 欢迎你，史蒂夫！有任何问题就请告诉我们。

遗忘名字

把名字介绍错了是非常不礼貌（impolite）的。如果忘记了名字或不清楚，可以道歉并承认自己没有记清楚（name escaped you）。

⊙Would you mind refreshing my memory about your title? I remember you are working for an airline company, is that right?

您能否再告诉我一遍您的头衔？我记得您是作为一家航空公司效力，对吗？

⊙Hi, I'm Charles Stevens. Mr. Jack Jones is our company CEO. I am in charge of the Marketing Department. How do you know Jack?

您好，我叫查尔斯·史蒂文斯。杰克·琼斯先生是我们公司的行政总裁。我负责市场部。您是怎么认识杰克的？

总结

别人在听你介绍老板、同事或访客时，感兴趣的不仅是被介绍者的名字，还有大致的背景。姓名之后附加头衔，或者介绍先后顺序都能体现这些信息。

Words 单词表

add添加，融入

appreciate感谢，感激

auditing审计；稽查

certainly无疑

considerate体贴，周到

consultant顾问

doctorate program博士课题

experience经验

forensic法医的；法庭的

willingness积极；乐意

memory记忆

observe观察；了解

present主持

project计划

refresh使恢复

researcher研究员

team组

Phrases 短语表

focus on集中注意力在

follow me跟着我

get settled安顿

get to know better更好地了解

I'd like you to meet.....我想介绍您认识.....

If you would please.....如果您愿意.....

in action行动

look forward to希望

make arrangements安排，组织

personal assistant私人助理

start right away马上开始

be a pleasure很荣幸

start with开始

work one's way up晋级

working space办公室

work together共事

实景对话1

A : Welcome to our office, Dr. Villaba.I hope you were able to find our office with no difficulty.

B : Oh, yes, thank you. It was actually not too difficult to find.I am very familiar with this part of Shanghai. Thank you for inviting me to come.

A : Of course ! It's a real pleasure to have you working together with us on this project. Well, to start with, I'd like to introduce you to our team.If you would, please follow me.

B : Certainly.

A : Here we are at our working space. Dr.Villaba, I'd like you to meet the members of our department. Kurt Xu, Miyonghee Kim, and Sean Martin.Everyone, this is Dr.Jorge Villaba.

B : Hello everyone ! I look forward to getting to know you better.

A : Dr. Villaba will be consulting us on the Martin case.As you are all aware ,

Dr. Villaba is an expert in Forensic Medicine.We all really appreciate his willingness to add his knowledge and experience to our work.

B : It's my pleasure.

A : Shall I show you to your office?We've made arrangements for you to have your own working space here while you are with us.

B : Well, that's very considerate.Thank you very much.

A : 欢迎您来我们办公室，比利亚瓦博士。我们办公室很好找吧？

B : 哦，谢谢。事实上并不难找。我对上海的这个地区很熟悉。感谢您邀请我来。

A : 当然！在这个项目上您能和我们共事真的让人很高兴。好的，那我们切入正题吧，我想向您引见我们的小组。如果您不介意的

话，请跟我来。

B：当然。

A：这儿是我们工作的地方。比利亚瓦博士，我来介绍您认识一下我们部门的成员：科特·徐，金民熙和肖恩·马丁。各位，这是豪尔赫·比利亚瓦博士。

B：大家好！我希望我们能有更多机会彼此了解。

A：比利亚瓦博士将是我们在马丁事务上的顾问，正如大家所知道的，比利亚瓦博士是法医学专家。我们对他用自己的知识和经验指导我们工作表示诚挚的谢意。

B：这是我的荣幸。

A：我带您看一下您的办公室好吗？在您与我们共事期间，我们为您准备了一间您自己的办公室。

B：您考虑得太周到了。谢谢您。

实景对话2

A：Professor Smith, let me introduce you to my boss Gertrude Childs.

Gertrude, this is professor Jack Smith.

B：Hello Ms. Childs. It's a pleasure to meet you.

A：I'm sure that Gertrude can help you get settled here at our company.

B：Thank you. I really appreciate the opportunity to observe your company in action.

C：Professor, if you have any questions, please be sure to ask

me, I am very happy to make your time with us more comfortable. Oh, and this is my personal assistant Alison Snow. Alison, I'd like you to meet Professor Jack Smith.

D : Professor, welcome.

B : Thank you.

A : Why don't I take you down to the Research Department? I think you'd like to meet our team of researchers.

B : That would be great, thank you.

A : Here we are. Everyone, this is Professor Jack Smith. He'll be joining us for a few months as he does research for some of his doctorate programs. Professor, these are our lead researchers. Let me present Lenny Marcus, Jordan Weber, Martin O'Hara, and Penny Han.

A : 史密斯教授，让我来为您介绍一下我的老板格特鲁德·蔡尔兹。格特鲁德，这位是杰克·史密斯教授。

B : 您好，蔡尔兹女士，很荣幸认识您。

A : 我相信有格特鲁德的帮助，您在我们公司里会感觉很轻松的。

B : 谢谢您。我能有机会在活动中了解您的公司，我非常感激。

C : 教授，如果您有任何问题，请一定要告诉我。我很乐意让我们在一起的时间更愉快些，轻松些。哦，还有这位是我的私人助理埃莉森·斯诺。埃莉森，我很想让您认识一下杰克·史密斯教授。

D : 教授，欢迎您。

B : 谢谢您。

A：我带您到下面看看我们的研发部门？我想您一定愿意认识一下我们的研发小组。

B：那太好了，谢谢您。

A：我们到了。各位，这位是杰克·史密斯教授，在做博士课题研究的这几个月里他将会和我们一起。教授，他们都是我们的研究主管，我来介绍一下，伦尼·马库斯、乔丹·韦伯、马丁·奥哈拉，还有彭妮·韩。

介绍公司各部门 **Introducing Company Departments**

每个公司都有独特的（unique）组织结构，但是在每一个行业内都有类似的部门处理着内外日常工作。如下的内容将对公司部门的介绍有所帮助。

概括介绍

首先以一两句话概括介绍公司的总体架构，或某个部门的主要职责。

⊙Our company is divided into three major sections : Marketing, Finance and Account Management.

我们公司由三个主要部门构成：市场营销、财务和账户管理。

⊙Let's take a look at the breakdown. Here's Service, Sales and Tech Support.

我们来看一下这个解析图。这儿是服务、销售和技术支持。

⊙Most of our workload is handled by the Accounting Department, but they are supported by Finance and Sales

Departments.

大部分的工作都由会计部来完成，但是财务和销售部也对他们提供支持。

⊙We also have a great Human Resources Department that keeps the rest of us running smoothly.

我们同样有一个非常出色的人力资源部来保证其他部门的人有条不紊地工作。

⊙We are an integrated team, with members from our Designing Department ,

our Implementation Department, R & D Department and Sales.

我们是一个密切联系的团队，成员分别来自设计部、执行部、研发部和销售部。

组织结构

考虑到访客可能对公司的结构和分工 (work division) 不是很熟悉，有些时候就需要更多地解释每个部门具体负责 (responsible for) 的任务。

⊙This is our Artistic Department.We have over 50 graphic designers who do most of the creative development of our products. They also support our sales team in internal projects.

这是我们的艺术部。我们有50多名绘画设计师来负责我们大部分的产品创作。他们也为我们的销售团队的内部方案提供支持。

⊙The Finance Department consists of four accountants, one auditor, and one finance secretary. They manage all of the financial issues, including keeping track of all incoming and outgoing funds, expenditures and profits.

我们的财务部包括四名会计师、一名审计师和一名财务秘书。他们负责所有的财务事宜，包括了解所有的资金流入和支出以及花费和收益。

⊙Welcome to the Sales Department.Our sales team manages all existing accounts, develops new markets and manages current projects.

欢迎您来到我们的销售部。我们的销售团队负责现有的所有客户、发展新的市场和执行现有计划。

⊙This is our managerial team.They keep an eye on the crew and keep things running smoothly.

这是我们的管理队伍。他们统管全局并且保证所有业务有条不紊地进行。

⊙Human Resources is very important for keeping our company functioning at top-notch. They're also responsible for staff hiring and employee discipline.

为保证公司高效运转，人力资源部起了非常重要的作用。同时他们也负责招聘和雇员培训。

代表介绍

也可以通过介绍部门的领导（department head）或部门的专家（specialists）来达到全面介绍公司各个部门的目的。

⊙This is Mary Miller, our marketing director.She's in charge of the Marketing Department, and oversees the development of new markets.

这位是我们的营销主管玛丽·米勒。她负责营销部以及新市场的拓展。

⊙I'd like you to meet Paul Smith, he's our sales team head. The Sales Department has more than 50 employees, and they all answer to Paul.

我来引见一下我们销售部的主管保罗·史密斯。我们的销售部有50多名员工，他们都向保罗报告。

⊙Say hello to our designers that make up our Artistic Development Department.

This is Joan Stevens, Miller Jones, Liu Yang, and Linda Ma.

跟我们艺术发展部的设计师们打个招呼吧。这是琼·史蒂文斯、米勒·琼斯、刘洋和琳达·马。

总结

把握到访者对公司各个部门了解程度的需求，从不同程度和角度来介绍。可以通过宏观的部门名称和关系的介绍来体现相互协助、各尽其职的特点；从微观上可以介绍各个部门的负责人和专家，让到访者从人事的角度深入了解公司的各个部门。

Words 单词表

bookkeeping 记账

breakdown 分解

enjoyable 令人愉快的

function 运转

HR (Human Resources) 人力资源

impressive 令人赞叹的，令人惊叹的

integrated 密切联系，完整统一

internal内部的

likewise同样

major主要的

managerial管理的

section部分，块

team团队

tour游览，参观

trend动向，趋势

workload工作量，工作负担

Phrases 短语表

answer to (sb) 对(某人)负责，回应

as a matter of fact事实上

as needed basis在有需要的基础上

be swamped不堪承受，应接不暇

employee discipline雇员培训

graphic design绘画设计

handle accounts处理账目

if you would如果你愿意

in total总共

keep an eye on (sb or sth) 留意/注意 (某人或某事)

offer support 提供支持

run smoothly 顺利运转

say hello to 打招呼

step in (to help) 授之以手 , 主动帮助

tech support 技术支持

thrown in the mix 编入 ; 混入

be at work 在工作中

be with (a company) 为 (某公司) 效力

turn out 结果是

top-notch 最出色的 ; 大腕儿

实景对话1

A : Welcome to Harris Publishing Group. Before your meeting today with our company president, Mr. Martin, he has asked me to take you on a short tour of our company. I hope you'd find that enjoyable.

B : Sure, that would be great. I'd like to see what goes on around here.

A : Wonderful. Well, should we get started then? Please, if you would follow me.

B : Okay !

A : Our company is divided into three major sections : Design, Editing , and Finance. We are an integrated team.We also have a great Human Resources Department that keeps the rest of us running smoothly.

B : How many employees in total do you have?

A : We have over 200 employees in total. Most of the employees are in design and editing, however. This is our Artistic Department.We have over 20 graphic designers who do most of the creative development of our products.They also support our sales team in internal projects.

B : Wow, that's pretty impressive.

A : Here are some designers at work now. Say hello to our lead designers.

This is Joan Stevens, Miller Jones, Liu Yang, and Linda Ma.

B : Nice to meet you all !

C : Likewise !

A : Here is the Human Resources Department. Human Resources is very important for keeping our company functioning at top-notch. They're also responsible for staff hiring and employee discipline.

B : Interesting.

A : Oh, here comes someone I'd like you to meet. This is Paul Smith , he's our sales team head. The Sales Department has more than 50 employees, and they all answer to Paul.

A : 欢迎您来到哈里斯出版集团。在与我们公司董事长马丁先生

会面之前，他让我先带您参观一下我们公司。您有兴趣吗？

B：当然，好极了。我很愿意看看周围的情况。

A：好极了！那我们现在就开始？请跟我来。

B：好的。

A：我们公司由三个主要部门构成：设计、编辑和财务。我们是一个密切联系的团队。我们同样有一个非常出色的人力资源部来保证其余的员工有条不紊地工作。

B：你们一共有多少员工？

A：我们一共有200多人。大部分人都负责设计和编辑。这是我们的艺术部。

我们有20多名绘画设计师来负责我们大多数的产品创作。他们也为我们的销售团队的内部方案提供支持。

B：哇！真令人赞叹啊。

A：这里有一些设计人员在工作。跟我们的首席设计师们打个招呼吧。这是琼·史蒂文斯、米勒·琼斯、刘洋和琳达·马。

B：很高兴能认识各位。

C：彼此彼此。

A：这里是人力资源部，在保证公司高效运转方面，人力资源部起着非常重要的作用。同时他们也负责招聘和雇员培训。

B：有意思。

A：哦，我来引见一下我们的销售部主管保罗·史密斯。销售部有50多名员工，他们都向保罗报告。

实景对话2

A : So let me explain a little more about how our company works. Let's take a look at the breakdown. Here's Service, Sales, and Marketing.

B : Which department handles financial bookkeeping?

A : Well, we've also got an Accounting Department thrown into the mix.

Most of our workload is handled by the Accounting Department, but they are supported by the Sales Department.

B : So you mean the Sales Department does more than just manage accounts? They handle financial matters too?

A : Yep. But only on an as-needed basis. The Accounting Department consists of four accountants, one auditor, and one finance secretary. They manage all of the financial issues, including keeping track of all incoming and outgoing funds, expenditures and profits. It's only in the event that they're swamped do the sales employees step in to offer support.

B : Who makes the call of when they need to help out?

A : Oh, our managerial team makes those kinds of decisions. This is our managerial team. They keep an eye on the crew and keep things running smoothly.

B : I see.

A : Here's someone I'd like you to meet. This is Mary Miller, our marketing director. She's in charge of the Marketing Department and oversees the development of new markets.

A：我再介绍一下我们公司是如何运转的。我们来看一下这个解析图。这儿是服务、销售和营销。

B：哪个部门负责财会金融？

A：我们有一个财务部门被混编在内。大部分的工作都是由财务部门来完成，但是销售部也对其提供支持。

B：那你的意思是说销售部除了管理账目以外还要负责别的？销售部也接手财务？

A：是的，但以是否需要为前提。我们的财务部门包含四名会计师、一名审计师和一名财务秘书。他们负责所有的财务事宜，包含了解所有的资金流入和输出以及花销和收益。只有在他们应接不暇的时候，销售部的雇员才会介入提供支持。

B：他们需要帮忙的时候由谁来安排？

A：哦，我们的管理团队来做这方面的决策。这是我们的管理队伍。他们统管全局并保证各项业务有条不紊地进行。

B：我明白了。

A：我想给您引荐个人，这位是我们的营销主管玛丽·米勒，她负责营销部以及新市场的拓展。

介绍你的公司 Describing Your Company

介绍公司就是要让听者对公司形象有清晰全面的认识，对公司的组织、产品和服务（organization, products and services）做全面的介绍。面面俱到是不可能的，简短并突出重点就行了。

介绍过程中客户可能问到的问题。

◎Tell me a little bit about the products you offer.

再告诉我一些有关你们所提供的产品的情况。

⊙What services are available?

提供哪些服务？

⊙What are the payment options?

支付的选择有哪些？

⊙How can your company help me?

你们公司怎么帮助我？

⊙Who makes the decisions in your company? Who are the department heads and what do they do?

你们公司是谁说了算？部门领导都有谁？他们都做些什么？

⊙What can I do to learn more?

我怎么才能有更多的了解？

了解信息

首先你要做到对公司的服务和产品了如指掌。产品包括性能、用途、价格和有效期等细节。服务包括种类、费用、付款方式、质量保证和联系方式等。可以主动介绍，也可以根据对方的问题有针对性地回答。

⊙We are China's leading manufacture of electronic components. We supply computer parts for many international brands, including Dell, IBM, Haier and Lenovo.

我们是中国电子零部件生产的领军企业。我们为许多的国际品牌提供电脑零部件，如戴尔、IBM、海尔和联想等。

⊙Our customers can expect a full-service solution.We do not only help you evaluate your company needs, but also help you design a custom-built improvement plan.

我们的客户可以得到全面的服务方案。我们不仅帮助您评估您的企业所需，而且也可以帮您量身定做完善规划。

⊙We can help you in the development of your products, and the implementation of your services.

我们可以帮助您发展您的产品、完善您的服务。

⊙Here is our current company catalog.You'll find we offer more than three thousand different product specifications.

这里有我们最新的产品目录。您会发现我们可以提供3000多种规格的产品。

有针对性

如果人们着眼于产品寿命（longevity），你就多介绍一些产品的可靠性和持久性（consistency and durability）；如果你的服务特点是便利，那就多介绍些经济实惠、维修简单（minimal upkeep）等特点；如果你的产品特点时尚，那就应该多多鼓吹迎合潮流、与时俱进。总之，要根据对方心理有目的地介绍。

⊙The strength of our products is their economy.The quality is very high while the cost remains low. We offer the best value on the market.

我们产品的优势主要体现在它的物美价廉上。我们的价格是市场上最具竞争力的。

⊙Our services are very flexible, we can customize for your particular situation.

我们的服务非常灵活，我们可以根据您的特殊需求来定做。

注意保护知识产权和商业秘密

当涉及产品的尖端技术时，应该考虑到安全因素，尤其是对一些涉及知识产权（IP-Intellectual Property）的产品。这有利于避免竞争，增加对企业利益的保护。一般情况下，对于客户的探询婉言谢绝即可。如果客户执意要求，则需要签署《保密协定》（NDA-Non-Disclosure Agreement）。

A : Our technology is cutting edge. This particular model has a patented design.

B : Can you tell me more about how the mechanism actually works?

A : I can't go into too much details, but I can let you know that you won't find a comparable product with any of our competitors.

A : 我们的技术是最尖端的。这种特别的样式是专利设计。

B : 你能否告诉我更多关于机件工作的原理？

A : 我无法告诉您太多的细节，但是我可以告诉您，在任何一个我们的竞争对手那里，您都找不到类似的产品。

⊙Before I detail more about this particular product line, I wonder if you would mind signing a confidentiality agreement.

在我详细说明这条特别的生产线之前，我想知道您是否介意先签署一份保密协定。

⊙Please review the non-disclosure agreement carefully before signing it. I am looking forward to sharing more about what our company does.

在签署保密协议之前请先认真阅读。我很乐意和您分享更多有关我们公司的业务。

总结

在客户眼里你就是公司的代表，就是公司的广告。无论介绍产品还是服务，只有在深入学习了解的基础上才能对答如流、面面俱到。此外，还要“投其所好”，了解听者心理取向，有针对性地介绍。不要夸大其词，过分吹嘘只会让对方对你失去信任。

Words 单词表

affordable能够接受的

basic基本要素，基础设施

brief简洁的

component成分，部件

consultation咨询；商讨

costing成本计算

economy经济

flexible灵活的，可变动的

introduction介绍

mission使命

patented获得专利的

products产品

reliable可信赖的，可依靠的

support支持

websites网址

Phrases 短语表

at all根本

best possible最大努力

best value最好价值

Can you tell me about.....?你能告诉些关于.....吗?

comparable product类似的产品

custom design按照客户要求设计，定做

full-service全面的服务

I'd love to我愿意

marketing plan市场规划

no problem没有问题

in no uncertain terms明确有力地

product specifications产品规格

specialize in专门研究（或从事）

tell me more告诉我更多

be familiar with通晓；熟悉

to be honest老实说

you won't find.....你无法找到.....

实景对话1

A : Can you tell me more about what your company does?

B : Certainly ! I'd love to share with you a brief introduction to our products and services. How familiar are you with Martin Managing?

A : To be honest, I don't know much about your company at all.

B : No problem, I'll just start with the basics. We are a full-service marketing consulting agency that specializes in creating marketing plans for small to medium sized companies. Our mission, in no uncertain terms, is to help small businesses everywhere get bigger.

A : What ways do you do that?

B : We provide companies with the best possible marketing plans. We don't focus on the cheapest designs or direct mailings and websites. But what we do is focus on the absolute best way to grow a small business. We create a reliable, affordable, easy to understand, and effective way to successfully develop business ideas.

A : I see. What specific support could you offer my organization?

B : If you're interested, I can schedule you a free consultation with one of our marketing experts. They can help design a custom marketing plan specifically designed for your organization.

A : Great !

A : 您能再告诉我一些关于你们公司所从事的业务的情况吗？

B : 当然。我很愿意给您简要介绍一下我们的产品和服务。您对马丁管理公司的了解有多少？

A : 老实说，我对你们公司知之甚少。

B : 没问题，我从一些基础的开始。我们是一家专门从事为中小企业制定市场发展规划的全方位咨询代理机构。我们的目标很明确，就是帮助那些小企业逐步变大。

A : 通过什么样的途径来实现呢？

B : 我们向那些企业提供最好的市场规划。我们并不把注意力集中到最廉价的设计或者直接邮寄广告以及网页上，而是想办法使小生意真正地成长。我们创造一个可靠的、实惠的、易于理解并且有效的方式，来成功发展商业理念。

A : 我明白了，对于我们的企业您能提供哪些具体的支持呢？

B : 如果您感兴趣的话，我可以给您安排一个营销专家，免费咨询一次。他们可以帮助您设计一个针对您企业的具体的市场规划。

A : 太好了！

实景对话2

A : What kind of products does your company offer?

B : We are China's leading manufacturer of electronic components. We supply computer parts for many international brands, including Dell, IBM, Haier, and Lenovo. Here is our current company catalog. You'll find we offer more than three thousand different product specifications.

A : Do you offer custom design as well?

B : That's no problem. We do offer support for custom design, although the product specifications must be developed by your team and you must fill an order of over 10 , 000 units. Our manufacturing is very flexible, we can customize for your particular situation.

A : Great. What about costing?

B : The strength of our products is their economy. The quality is very high while the cost remains low. We offer the best value on the market.

A : What about this model here?

B : Our technology is cutting edge. This particular model has a patented design.

A : Can you tell me more about how the mechanism actually works?

B : I can't go into too much details, but I can let you know that you won't find a comparable product with any of our competitors.

A : 你们公司都提供哪些产品？

B : 我们是中国电子零部件生产的领军企业。我们为许多的国际品牌提供电脑零部件，如戴尔、IBM、海尔和联想等。这里有我们最新的产品目录。您会发现我们可以提供3000多种规格的产品。

A : 你们是否也接受客户设计订单？

B : 当然。对于客户设计我们完全可以支持，但是产品规格的设计必须出自您的团队之手，而且订单的量不少于10，000件。我们的制造非常灵活，我们可以根据您的特殊需求来定做。

A：那太好了，费用如何？

B：我们产品的优势主要体现在它的物美价廉上。我们的价格是市场上最具竞争力的。

A：这个样式怎么样？

B：我们的技术是最尖端的。这种特殊的样式是专利设计。

A：你能否告诉我更多关于机件工作的原理？

B：我无法告诉您太多的细节，但是我可以告诉您，在任何一个我们的竞争对手那里，您都找不到类似的产品。

介绍一种新产品 **Introducing a New Product**

如果你的新产品对消费者来说是闻所未闻的（unheard）新生事物，那应当详细介绍产品的成分、功效、维护保养、使用注意事项（notes）等。总之，尽可能全面；如果某种产品是对旧产品的改良，则需重点突出进步之处，如更实惠、更方便、更耐用等。

介绍产品时切忌空洞，通过比较（comparison）和举例，让客户感觉到“看得见、摸得着”的好处。

⊙Our newest model is economical and practical.It costs 20%less than the previous model, and is much more durable.

我们的最新款式既经济又实用，比旧款节省了20%的费用，而且更加持久耐用。

⊙We now have improved longevity.This product is not only reliable, but also boasts consistency and durability.

我们现在提高了它的寿命。这个产品不仅值得信赖，而且在持久耐用上也值得称道。

⊙If you do a price comparison with our products and the leading competitors, you will clearly see the advantage of our products is their affordability.

如果你将我们的产品和我们主要竞争对手的相比较，你可以很清楚地看到我们产品的优势在于它的实惠。

⊙With our new patented design, we can blow the competition away.

用我们最新的专利设计，我们可以将对手一举击溃。

对不同客户群体采用不同的介绍方式

明确界定潜在客户群体（potential customer），从而决定介绍产品的方式。如果是高科技产品或工业产品，面对面介绍是个不错的选择；如果目标客户群是时尚意识较强的年轻人（young），则可以考虑网络上图文并茂的介绍；如果希望引起分销商（distributor）或代理商（agent）的兴趣，可以选择邮寄样品和目录，通过电话解答疑问或者请其到公司召开介绍会。

⊙Our new product appeals to a younger audience.We need to market heavily on the Internet and other teen-friendly media.

我们的新产品主要是迎合那些较年轻的人群。我们需要将营销重点放在互联网和年轻人钟爱的媒介上。

⊙What's our demographic?Should we focus on direct mailing?

我们的目标客户群是什么人？我们是否应该将精力集中到直接邮寄上？

⊙Our target audience will most likely find our products online.We don't need to worry so much about retail issues.

我们的消费人群大多数可能通过网络了解我们的产品，我们不需

要过多担心零售的问题。

⊙What's our profit margin?Can we afford more aggressive marketing?

我们的利润呢？我们是否还有能力来承担积极主动的营销呢？

知己知彼

人们喜欢货比三家，你应当对竞争对手（competitors）的同类产品（similar products）认真研究和调查，总结新产品在价格、质量等诸多方面的优势。在介绍中，用比较的方式向听者说明你们的产品更胜一筹的理由。

⊙What is our competition doing to boost their sales in this market?

我们的竞争对手正在采取哪些措施来促进市场销售呢？

⊙Have you got the marketing reports back yet?We need to know what it is they are doing so that we can get our product off the ground !

你拿到市场报告了吗？必须对他们现在的行动了如指掌，我们才能使产品的销售顺利进行！

问与答

有效的产品介绍不是大段背诵准备好的演讲稿，而是在与听众的互动中有针对性地回答听众的提问，因为来自听众的问题关系到他们的切身利益。此外，可以将产品初期投入市场的反馈作为介绍的参考内容，调整营销策略。

A : What's the feedback on our product launch?

B : According to the numbers, we're not doing so well with the

traditional target audience. I think we need to go back to square one.

A : What we ought to do is to pursue non-traditional market arenas.

A : 我们的产品上市后反馈怎么样？

B : 通过数字来看，我们在传统目标客户群中做得还不够好。我想我们需要重头再来。

A : 我们应该着手在非传统市场领域的推广。

A : We've lost money already?I thought the product launch campaign was going pretty well.....Maybe I was mistaken !

B : No, you weren't mistaken. The product launch was very successful.

Primary research indicates a positive reception by our target audience. The only problem is, it will take a little time to show up in the numbers.We just need to be more patient.

A : It's hard to be patient when there's pressure on the pocketbook.

A : 我们已经赔钱了吗？我还以为我们的产品上市显示一切顺利.....也许我搞错了！

B : 不，你没有搞错。我们的产品上市非常成功，初步的市场反馈显示我们的目标客户群很有兴趣，只不过在数字的显现上可能要多些时间。我们只是需要更加耐心一些。

A : 囊中羞涩的时候是很难保持耐心的。

总结

“酒香不怕巷子深”虽然有理，但是与其坐等客户闻到酒味上门，不如主动出击。介绍一个新产品需要将专业技能、调查研究、客户心理相结合。铺天盖地的吹捧不一定能让听者动容。抓住产品的特点，介绍最吸引客户的部分，在互动中做到有效宣传。

Words 单词表

aggressive积极主动的

anyway无论如何

demographic人口；人群

durable耐用的，结实的

economical经济的，实惠的

feedback反馈

launch上市，发行

longevity持久的

number crunching数字运算

online在线

practical实际的，客观的

reception接受；欢迎

retail零售

Phrases 短语表

blow (sb) away横扫/打败（某人）

boost sales促进销售，增加销售额

direct mailing直接邮寄

focus on.....集中精力在.....

get (sth) off the ground开始/起始 (某事)

go on进展，正在进行

research (a market) 研究 (市场)

in the black有盈余，顺差

in the red赤字，亏损

market arena市场领域

marketing campaign营销/促销活动

not so fast不要太快

patented design专利设计

There's pressure on the pocketbook.囊中羞涩。

target audience目标人群

show up in the numbers数字显示/表明

play for (a market) 经营/致力于 (某市场) profit margin利润
额sell itself销路很好，畅销

实景对话1

A : So how are we going to market this new product anyway?I
don't even know how to get started !

B : It's not too difficult. I believe in the strengths of this
product, so I think it might even sell itself ! To start with, let's make

a list of the advantages.....

A : Well, as I see it, our newest model is economical and practical. It costs 20%less than the previous model, and is much more durable. If you do a price comparison with our products and the leading competitors, you will clearly see the advantage of our products is their affordability.

B : Not only that, but also we have improved longevity. This product is not only reliable, but also boasts consistency and durability.

A : With our new patented design, we can blow the competition away.

B : Not so fast. We did some research into this market, and it might be more difficult than we think to get our share of the market.

A : What is our competition doing to boost their sales in this market?

B : They've got a really aggressive marketing campaign going on. We have to figure out if we share the same demographics, or if there is a nitch market we can play for. Bob is working on the report now, I think.

A : Have you got the marketing reports back yet?We need to know what it is they are doing so that we can get our product off the ground !

A : 那我们到底该如何将这种新产品投放市场呢？我都不知道该从哪里入手！

B : 并不是很难。我对这种产品的实力满怀信心，我觉得它一定

会很畅销。让我们先把优势列出来.....

A：正如我所看到的，我们的最新款式既经济又实用，比上一款节省了20%的费用，而且更加持久耐用。如果你将我们的产品和我们主要竞争对手的相比较，很显然，我们产品的优势在于它的实惠。

B：不仅仅是那样，我们现在提高了它的寿命。这个产品不仅值得信赖，而且持久耐用也值得称道。

A：用我们最新的专利设计，我们可以将竞争对手一举击溃。

B：没有那么快。我们也做过一些市场调查，市场份额的占有也许没有我们想象得那么简单。

A：我们的竞争对手正在采取哪些措施来促进市场销售呢？

B：他们开展了一个卓有成效的营销活动。我们要明确的是，要和他们争夺同一客户群还是另辟蹊径。我想，鲍勃正在跟进相关的报告。

A：你拿到市场报告了吗？我们必须对他们现在的行动了如指掌，才能使产品的销售顺利进行！

实景对话2

A：What's the feedback on our product launch?

B：According to the numbers, we're not doing so well with the traditional target audience. I think we need to go back to square one.

A：What we ought to do is to pursue non-traditional market arenas.

B：What's our demographic? Should we focus on direct mailing?

A : I'm not so sure direct mailing would be effective. Our new product appeals to a younger audience. We need to market heavily on the Internet and other teen-friendly media.

B : There are practical benefits to a younger target audience. Because they will most likely find our products online, we don't need to worry so much about retail issues.

A : That's true. But I still feel we ought to be more aggressive. What's our profit margin? Can we afford more aggressive marketing?

B : Like I said, we're not operating in the black.

A : We've lost money already? I thought the product launch campaign was going pretty well..... Maybe I was mistaken !

B : No, you weren't mistaken. The product launch was very successful , primary research indicates a positive reception by our target audience. The only problem is, it will take a little time to show up in the numbers. We just need to be more patient.

A : It's hard to be patient when there's pressure on the pocketbook !

A : 我们的产品上市后反馈怎么样？

B : 通过数字来看，我们在传统目标客户群中做得还不够好。我想我们需要重头再来。

A : 我们应该着手在非传统市场领域的推广。

B : 我们的目标客户群是什么人？我们是否应该将精力集中到直接邮寄上呢？

A : 直接邮寄的方式是否有效不敢肯定。我们的新产品主要是吸

引那些较年轻的人群。我们需要将重点放在互联网上和年轻人钟爱的媒介上。

B：在年轻的目标人群中存在着许多很实际的利益。因为他们大多数可能通过网络了解我们的产品，我们无须过多担心零售的问题。

A：那倒是真的，但是我还是觉得我们应该更加主动。我们的利润呢？我们是否还有能力来负担积极主动的营销呢？

B：正如我所说的，我们没有盈利。

A：我们已经赔钱了吗？我还以为我们的产品上市显示一切顺利……也许我搞错了！

B：不，你没有搞错。我们的产品上市非常成功，初步的市场反馈显示我们的目标客户群很有兴趣，只不过在数字的显现上可能要花些时间。我们只是需要更加耐心。

A：囊中羞涩的时候是很难保持耐心的。

介绍你的服务 Describing Your Service

在介绍你所服务的机构时，与其大肆渲染公司的光荣历史和辉煌业绩，不如细致介绍一下公司能为客户提供的服务，这才是与客户的需求息息相关的方面。

如果能够成功地解答“我们都干吗”就代表着对公司服务的描述已基本到位，再通过一些例子说明我们怎么做，做什么。

⊙Let me give you an overview of our services.

让我来总体介绍一下我们的服务。

⊙This is what we can do for you.

这就是我们能够为您做的。

⊙Let's go over a few of our service options.

让我们大致了解一下我们的服务项目。

⊙I'd like to introduce a few of our services.

我很愿意介绍一下我们的一些服务。

⊙Here's a list of our current services.

这里有一张我们最新的服务清单。

⊙We can help you find the best solution for your situation.Let's take a look !

我们能够为您的情况找到最好的解决方案，请过目。

时间对比

在详细描述（detailing）服务的同时，可以提供一些实例来说明以前是怎么做的。这样，客户就可以了解你们的服务经验了。

⊙Here's a list of our past clients.As you can see, we have provided solutions for many internationally known corporations.

这里有一张我们以往客户的名单。正如您所看到的，我们曾向许多国际知名企业提供解决方案。

⊙We've provided comprehensive marketing consulting in over sixty major industries since first opening our doors in 2001.

从2001年开业起，我们相继为60多家大型企业提供了全面的市场咨询。

⊙We were partners for the Beijing 2008 Olympic Games.

我们是北京2008年奥运会的赞助商。

⊙In the past four years, we have expanded our services to include not only traditional markets, but also non-traditional and international arenas.

在过去的4年里，我们将我们的服务从传统型市场拓展到非传统型市场和国际领域。

⊙Today we offer a full range of services for public and private companies of any size.

我们现在提供各个级别的、不同层次的对国有企业和私营企业的服务。

⊙We offer both commercial and corporate services.

我们既提供商业服务也提供企业服务。

⊙There is no client too large, and no client too small. We can help you find customized solutions for every problem.

我们没有太大不能做的客户，也没有太小不愿做的客户。我们可以帮助您为任何问题找到解决方案。

有针对性

在介绍服务的同时，可以通过提问或回答问题来观察听众的兴趣点，并详细地讲解。

⊙Tell us about your needs and let us recommend the best services solution for your business.

告诉我们您所需要的，我们可以为您的业务提供最好的服务方案。

⊙Let's start with the basics.I can help you find out everything you need to know about our services, including how they work and what you need to get started.

那我们从基础讲起吧。我可以帮您查到任何您想了解的有关我们服务的内容，包括如何运作和您需要如何开始。

⊙Can you tell me more about your specifications?I want to find a solution that will work best for you.

您能否再告诉我一些您的细节要求？看我能否为您找到最适合的方案。

⊙Tell me your type of business, I can help compare the service solution best suited for your industry.

告诉我您业务的类型，我能帮您找到与您的行业最匹配的服务方案。

服务宗旨

介绍服务宗旨的目的在于体现服务的专业化，增强客户对你们的信心，并对所提供的服务在总体上有一个把握。

⊙Our mission is to help clients achieve their most ambitious marketing goals and strategic communication objectives. We do this by providing strategic counsel, creative solutions, and responsive services.

我们的使命是帮助客户实现其最雄心勃勃的营销目标和战略传播目标。我们实现的途径是提供战略咨询、创造性的解决方案和反应迅速的服务。

⊙Our firm's mission is to provide a high quality, creative, and result-oriented legal team to individuals and businesses.Our services

allow us to be a primary resource and partner for our client's growth and development.

我们公司的使命是为个人和企业提供一个高品质、创新、注重实效的法律小组。我们的服务使我们成为客户成长和发展的第一资源和合作伙伴。

有效回答

准确并积极地回答客户提问能体现服务的专业化。当客户根据自己的实际需要提出问题的時候，应当详细解释，以期让客户满意。

A : What exactly is included in your service package?

B : There are several options for our services, depending on your needs. We offer a full-service option, as well as custom designed, depending on what works best for you.

A : 你们的全套服务到底包括哪些？

B : 我们的服务有不同的类型，这取决于您的需求。我们提供全方位服务项目，也包括客户定做，要看哪种对您最有利。

A : How long will our service contract last?

B : Depending on the needs of your company, we can make arrangements for the contract to last from 6 months all the way up to 5 years.

A : 你们的服务合同签多长时间？

B : 这要看您公司的要求，我们的合同可以调整，从6个月到5年不等。

总结

说清楚我们是干什么的不难；要让你的介绍正好落在客户的心坎上，则没那么简单。从服务的宗旨到服务项目，再到服务的效果，以及服务的实例，总之要想客户所想，让他们感觉钱会花在实处。介绍中，要热情体贴、不急不躁、耐心周到，让客户切实感受到你们的良好服务。

Words 单词表

arena领域，区域

asset资产，财产

basics基础要素

brochure小册子

client客人

comprehensive全面的，广泛的

consulting咨询的

corporate法人的，公司的

industry行业；工业

IT信息技术

offer提供

option选择

recommend提议，劝告

solution解决方法，方案

switch开关；转变

Phrases 短语表

aim to (do sth) 打算做.....

all the way up to一直到

company literature企业资料

customized solutions量身定做的方案

feel free轻松随便，无所拘束

go over (sth) 将.....过一遍，讲解

in particular特别，尤其

in the market (for sth) 寻求.....

include in (package) 包含

make arrangements做安排

non-traditional非传统的

on site service现场服务

over the phone通过电话

personal banking个人银行业务

service contract服务合同

service package服务组合，一套服务

be in good hands可靠的，放心的

start with首先，以.....起始

troubleshooting疑难排解

实景对话1

A : Hello, welcome to Happy Valley Bank. Can I help you?

B : Uh.....Yes. Actually, I was hoping to find out more about what kind of services your bank offers. We are considering switching banks.Can you tell me more about what options I have with Happy Valley?

A : Certainly ! I'd be happy to go over some of our services with you. Let's start with the basics. I can help you find out everything you need to know about our services, including how they work and what you need to get started.Is there anything in particular you are interested in?

B : Yeah. Actually, we were hoping for some financial consulting.

A : We've provided comprehensive financial consulting for over sixty major industries since first opening our doors in 2001. In the past four years, we have expanded our services to include not only traditional markets, but also non-traditional and international arenas.We offer both commercial and corporate banking services.

B : Well what about personal banking?

A : Yes, of course, we also have individual banking. There is no client too large, and no client too small. We can help you find customized solutions for every problem.Tell us about your needs and let us recommend the best services solution for you.

A : 您好，欢迎光临欢乐谷银行。有什么可以为您效劳的？

B：嗯.....是这样的，我一直都想对贵行提供哪些服务有更多的了解。我们正在考虑换家银行。您能否详细地讲解一下在欢乐谷我都有哪些选择？

A：当然，我很乐意把我们的一些服务给您讲一遍。那我们从基础的讲起吧。

我可以帮您查到任何您想了解的有关我们服务的内容，包含如何运作和您需要如何开始。看有没有您特别感兴趣的？

B：是的，事实上，我们希望能够进行些金融方面的咨询。

A：从2001年开业起，我们相继为60多家大型企业提供了全面的金融咨询。

在过去的4年中，我们将我们的服务从传统型市场拓展到非传统型市场和国际领域。我们不仅提供商业服务，也提供企业银行服务。

B：那个人银行业务呢？

A：是的，当然我们也有个人银行业务。我们没有太大不能做的客户，也没有太小不愿做的客户。我们可以帮助您为任何问题找到解决方案。告诉我们您所需要的，我们可以为您推荐最好的服务方案。

实景对话2

A：Our mission is simple. We want to help you make technology an asset for your business, not a problem. Our services are aimed to do that. We can help you evaluate your needs and build a custom service arrangement.

B：That sounds great！We are currently in the market for a new IT support team. Can you tell me more？

A：Sure. Well, to start with, here's a list of our past clients. As you can see, we have provided solutions for many internationally

known corporations. You're in good hands when you put your IT concerns with us.

B : What exactly is included in your service package?

A : There are several options for our services, depending on your needs. We offer a full-service option, as well as custom designed, depending on what works best for you. We offer on-site service as well as over-the-phone troubleshooting.

B : How long will our service contract last?

A : Depending on the needs of your company, we can make arrangements for the contract to last from 6 months all the way up to 5 years.

B : Do you have any company literature I can take with me?

A : Yes, of course. Here's our brochure. Feel free to take a look and ask any questions you might have. Can you tell me more about your specifications? I want to find a solution that will work best for you.

A : 我们的任务很简单，就是要帮助您将技术转变为价值，而不是问题。这就是我们的服务宗旨。我们会帮助您对您的所需进行评估，然后建立客户服务安排方案。

B : 听起来不错！我们正在寻找一个新的IT支持小组，您能否说得更详细些？

A : 当然，我们先看一下这一张我们以往客户的名单。正如您看到的，我们为许多国际知名的企业提供方案。把您对IT的担忧交给我们，您就可以高枕无忧了。

B : 你们的全套服务到底包括哪些？

A：我们的服务有不同的类型，这取决于您的需求。我们提供全方位服务项目，也包括客户定做，要看哪种对您最有利。我们提供现场服务也提供电话指导排除障碍。

B：你们的服务合同签多长时间？

A：这要看您公司的要求，我们的合同有效期可以调整，从6个月到5年不等。

B：贵公司有能带走的介绍资料吗？

A：当然有，这是我们的手册。您可以了解一下，有什么问题就尽管问我。您能否再告诉我一些您的细节要求？看我能否为您提供最合适的方案。

十项全能之九 成为谈判高手 Negotiation

区别对待人和事 Separating the People from the Problem

做生意得和不同类型（personality types）、不同背景（backgrounds）的人打交道。谈判中也难免遇到让你头昏脑胀的对手。这个时候，正确引领自己的情绪，把任何事区分开来对待（dealing with）就非常关键。

无论如何你要保持清醒的头脑，掌握话语的主动权。僵持不下时要分析问题的症结所在，引导对方保持理性。必要时可以提议休息片刻。

☉Let's get back to the issue on hand.

让我们回到手头的问题上来。

☉We've been over this before, but I still feel we haven't reached a good solution.

这个问题以前我们反复研究过，但是我觉得我们仍然没有找到一个好的解决方案。

☉I feel frustrated with the problems we are encountering.Let's take a little break before we go back to this area.

对于我们现在遇到的问题，我感到有些烦躁。让我们在继续谈这个问题前稍作休息吧。

☉I can see that we have some conflict here.

我知道我们在这里有些矛盾了。

⊙I know that we haven't seen eye to eye on all these issues, but let's try to iron out the problems.

我知道我们无法在所有的事项上都观点统一。但是，我们一起努力就能解决问题。

⊙I can feel you are frustrated about some of the terms of our agreement, is that right ?

我感觉您对我们协议中的一些条款感到烦恼了，对吗？

⊙Let's focus on what we can do to solve our problem.

让我们把注意力集中到如何解决我们的问题上。

⊙Let's take a look and see what areas are workable.

让我们来看看哪些领域是可操作的。

避免敌意

避免谈判参与方感觉自己被批评或被攻击（criticized or attacked）。如果对方感到敌意或不满而处处设防（on the defensive），则意味着要说服他接受你的建议是相当的困难。为了避免不必要的误会，可以稍作解释，释放善意。

⊙I understand that you have a different opinion. I understand why you feel that way. Let me explain the reasons why I see another option.

我明白您有不同的观点，我也明白您为什么那样想。让我解释一下为什么我有另外的想法。

⊙We know we aren't seeing eye to eye, but let's work to solve

the problem together.

我知道我们的意见无法一致，但是我们一起努力就能解决问题。

⊙You're right on about that aspect, but I wonder if you have considered.....

从这点上来讲您是对的，但是我想知道您是否考虑过.....

⊙I know you don't agree with my idea, but maybe you can explain another way to meet my needs.

我知道您不赞同我的观点，但是也许您可以用另外的途径来满足我的要求。

着眼全局

将注意力集中到解决问题的方式上，而不是因为对方的只言片语就捕风捉影。主动体谅对方（put yourself in their shoes），而不要总觉得对方不怀好意（malignant）。总之，要正确引导自己的意识，着眼大局。

⊙The errors with the shipment were nobody's fault.We need to work out our miscommunications so there are no future errors.

船运的错误不是谁的过错。我们得完善沟通才能避免未来的错误。

⊙I understand you can't meet my shipment deadline.However, we need to come up with some options that will get my delivery there faster. Let's brainstorm.

我理解您无法满足我们的货运时限。但是，我们得拿出一些办法来使得交货更快些。让我们动动脑子。

自我调解

即便是矛盾出现的时候，也要互相体谅，给对方些许时间来“消气”（let off steam）。发现自己的情绪有些激动的时候，就提议休息片刻（take a break）来调整情绪。动怒不会有任何的帮助，反倒会“火上浇油”。

A : I can't believe you are being so unreasonable. You have to guarantee a shipment date of two weeks, or we will just have to call off the whole deal. You won't even budge on this one. I can't stand it !

B : Okay, I can see we have some conflict here. I know that we haven't seen eye to eye on all these issues, but I am sure we can work together to iron out the problems. I can see that we are both frustrated. Maybe we should take a little break before we continue talking about this area.

A : 我真不敢相信您这样不讲理。您必须保证两周的货运时间，否则我们将取消整个交易。您连这点都不让步，我真受不了！

B : 好的，我知道我们在这里有些矛盾了。我知道我们无法在所有的事项上都统一观点，但是我肯定我们一起努力就能解决问题。我明白我们两个都有点烦躁了。也许我们应该先休息一会儿，然后继续谈这个问题。

总结

一团和气的谈判太少见了，矛盾的冲撞反倒是正常的。如果不能从大局着眼，就事论事，双方只能针锋相对、相持不下。总之，要积极引导、自我调节、互相理解、取得双赢。总不能因为不喜欢对方的个性就放弃机会，那不是在和钱作对吗？

Words 单词表

error 错误

frustrate 沮丧，受挫

investment 投资

miscommunication 误解，沟通不利

negotiation 谈判

production 生产

quotation 报价

satisfy 满足

shipping 船运

supplier 供应商，供货商

term 条件

workable 可行的，行得通的

Phrases 短语表

be over (go over) sth 反复研究，仔细琢磨某事

focus on 聚焦，集中于

free to (do sth) 无须拘束地去做（某事）

issue on hand 手头的问题

just yet 但只要；恰好这时

make an investment 投资

meet needs 满足需求

more power to you加油

no kidding不开玩笑

price tag价格标签，价格牌

reach a solution找到方法/解决方案

see eye to eye看法一致

settle for满足于；勉强接受

shipping method运送方式/货运方式

solve a problem解决问题

the whole problem整个问题

You'd better (do sth) 你最好（ 做某事 ）

实景对话1

A : Let's get back to the issue on hand. We need to agree on the price and the delivery times. I know we've been over this before, but I still feel we haven't reached a good solution.

B : We've be over this so many times ! If you are not satisfied with our quotation, you're free to look elsewhere. You really won't find anyone much lower than us.And if you do, more power to you.

A : No, Mr. Lin, we are not interested in looking for a new supplier just yet.

We have already made an investment of time in this negotiation. So let's focus on what we can do to solve our problem.

B : We cannot offer you any more of a discount unless you are

willing to settle for a later delivery date.

A : Let's take a look and see what areas are workable. You say the discount you originally offered is related to the production date, so if we want a sooner production date, we have a higher cost. Is that right?

B : Yes. That's the whole problem. We need time for production.

A : You're right on about that aspect, but I wonder if you have considered different options for shipping. If we choose a different shipping method, perhaps we could still keep a later production date but receive our products sooner.

B : That won't work because the faster shipping also comes with a higher price tag. If you want a lower price, you'd better think of something else.

A : I know you don't agree with my idea, but maybe you can explain anotherway to meet my needs.

A : 让我们回到手头的问题上来。我们得商定价格和交货时间。我知道这个问题以前我们反复研究过了，但是我觉得我们仍然没有找到一个好的解决方案。

B : 这个问题我们已经谈过很多次了！如果您对我们的报价不满意，您完全可以到别处看看。您找不到比我们价格更低的了。如果您愿意（找），那就尽管找吧！

A : 不是的，林先生，我们这个时候没有兴趣再找一个新的供应商。在这笔生意上我们已经投入了很多时间。所以我们还是将精力集中到如何解决问题上吧。

B : 如果您不愿意接受一个稍晚的交货时间的话，我们没有办法再给您任何折扣了。

A：我们来看看在哪个环节还能调整。您说之前提供的折扣跟生产日期有关，所以，如果我们要更早的生产时间，我们就要付更高的费用，对吗？

B：是的，所有的问题都在于时间。我们生产是需要时间的。

A：从这点上来讲您是对的，但是我想知道您是否考虑过不同的运送方式，如果我们选一个别的货运方式，也许我们可以在延后生产时间的同时提前到货时间。

B：那行不通，因为更快的货运同样伴随着更高的费用。如果您想要更低的价格，您得考虑别的方面。

A：我知道您不赞同我的观点，但是也许您可以另找途径来满足我的要求。

实景对话2

A：I can't believe you are being so unreasonable. You have to guarantee a shipment date of two weeks, or we will just have to call off the whole deal. You won't even budge on this one. I can't stand it !

B：Okay, I can see we have some conflict here. I know that we haven't seen eye to eye on all these issues, but I am sure we can work together to iron out the problems. I can see that we are both frustrated. Maybe we should take a little break before we continue talking about this area.

A：No, that's okay. Sorry, I just need you to understand how important the timing is on this shipment. The last shipment we got was a month late , and the result was that we ended-up losing a ton of money on that deal.

B：The errors with that shipment were nobody's fault. We need

to workout our miscommunications so that there are no future errors.

A : No kidding !

B : I can feel you are frustrated about some of the terms of our agreement , is that right ?

A : Yes. The whole problem is the timing. We aren't seeing eye to eye, but let's work to solve the problem together.

B : We can't meet your shipment deadline now because there is not enough time to make application to customs.

A : I understand you can't meet my shipment deadline. However, we need to come up with some options that will get my delivery there faster. Let's brainstorm.

A : 我真不敢相信您这么不讲理。您必须保证两周的货运时间，否则我们将取消整个交易。您连这点都不让步，我真受不了！

B : 好的，我知道我们在这里有些矛盾了。我知道我们无法在所有的事项上都观点统一，但是我肯定我们一起努力就能解决问题。我知道我们两个都有点烦躁了。也许我们应该在继续谈这个问题前稍作休息。

A : 不，没事。对不起，我就是想让您知道货运的时间是多么的重要。上一次的货运晚了一个月，导致那笔交易我们赔了很多钱。

B : 上次的船运不是谁的错。我们消除不良沟通才能避免以后的错误。

A : 别逗了！

B : 我感觉您对我们协议中的一些条款感到烦恼了，对吗？

A：是的，所有的问题都在于时间。我们的意见无法一致，但是我们一起努力就能解决问题。

B：我们现在无法满足您的货运时间底线，因为我们没有足够的时间来向海关申请。

A：我理解您无法满足我们的货运时限。但是，我们得拿出一些办法来使得交货更早些。让我们动动脑子。

关注立场背后的利益 **Focusing on the Interests Behind the Positions**

洞察对方观点背后的利益和需求（interests behind the positions），可以避免走很多弯路。如果在谈判中混淆立场（你说你想要的）和利益（你实际需要的），双方就很可能纠缠不清，难以达成共识。

变换不同的提问方式，从各个侧面了解对方的利益所在。

⊙Can you tell me why it is that (position) is so important to you?

您能否告诉我为什么那（立场）对您那么重要？

⊙What is it about (position) that is so vital to your business?

为什么（立场）对您的生意那样重要？

⊙I sense you are very concerned about (position) , can you tell me why?

我感觉您对（立场）非常担忧，能告诉我是为什么吗？

⊙What's your reasoning about (position) ?

您坚持（立场）是出于什么原因？

⊙Help me understand more about (position) and why it's important to you.

能否让我更多地了解您的（立场），能告诉我为什么它对您那么重要吗？

⊙What can I do to make (position) work for both of us?

我怎么才能够让（立场）对你我都行得通？

避免矛盾

在谈判中产生一些摩擦（conflicts arise）很有可能源于双方截然相反的观点（direct opposition）。只要找到立场背后的利益，这些不必要的分歧是完全可以避免的，而且还能发现一些创造性的解决方案（creative solutions）。

⊙I understand that you have a different opinion.Help me understand why you feel that way. Let's see if we can make this work.

我理解您有不同的想法。让我了解一下您为什么那么想。让我们看看该如何处理。

⊙Is there a way to make this work for both of us?

有没有对你我都行得通的办法？

⊙I can see that we have a conflict here.Maybe we can find a way around it.

我明白我们的症结所在了。也许我们可以围绕着它想想办法。

⊙What if we attacked the problem by.....?

如果我们通过.....来解决问题怎么样？

避免偏激

当谈判者专注于自己的立场时，会对已定义的条件孤注一掷（all-or-nothing terms），把自己的立场和要求作为解决分歧的唯一标准（conform），而不考虑对方的观点。

A：Either you accept the price we have offered or we will have to abandon this deal. We can't give you any more of a discount. That's the best we can do !

B：Can you tell me why it is that you can't offer a lower price? I know you say there isn't any room to negotiation on the price, but what is the reason?

A：要么接受我们提的这个价格，要么我们就放弃这笔交易。我们无法给出再大的折扣了。我们最多能做到这个地步。

B：能否告诉我为什么您不能给出更低的价格了？我知道您说没有任何讨价还价的余地了，但是为什么？

A：The payment must be received in 60 days. It's mandatory ! We really can't go for less. You either accept that, or the deal is off.

B：Can you tell me why it is that you can't extend a longer payment grace period? What concerns do you have about a 90-day grace period?

A：付款必须在60天内到账，不必商量了！我们真的不能再少了。如果您不接受的话，这笔交易就取消吧。

B：您能告诉我为什么不可以延长付款时间吗？对于90天的额外付款时间您的担忧是什么？

化干戈为玉帛

切勿被一维空间的立场所诱惑（one-dimensional positions）（通常表现为“我就是要这个”或者“我就不要那样”），要和谈判伙伴共同努力澄清“为什么”。当态度背后的利益被明朗化后，往往发现其实双方的利益是可以兼容（compatible）的。

A : I want an increase of our profit share by 20%. I don't want to have to cover the insurance fees, and we must have our delivery by March 15th.

B : Well, it is clear where you stand. But let's explore some options that might work best for us both. Can you tell me why it is you have to have your order so soon? What is it about the insurance fees that are so important to you? What is your reasoning for an increase in the profit share?

A : 我想把我们的利润份额增加20%。我不想承担保险费用，而且必须在3月15日前到货。

B : 嗯，您的立场非常明确了。但是让我们试着探寻一些对彼此都合适的选择。

您能否告诉我为什么您那么着急要货？保险的费用为什么对您那样重要？又是什么原因您要增加您的利润份额呢？

总结

如果谈判者一意孤行地坚持他带到谈判桌上的那个方案的话，谈判一开始就失败了。谈判很大程度上是在交流中找到折中的方案，让双方的利益都得到最大限度的满足。遇到“一根筋”的谈判伙伴就应当多问个“为什么”，待双方都说明情况，表完“苦衷”的时候就一定可以找到“鱼和熊掌兼得”的解决方案。

Words 单词表

accept 接受

authority权威，当局

buffer缓冲

discount折扣

economical经济的，节约的

exemption免除

extend延长

grace period宽限期，额外时间

increase增加

insurance保险

mandatory强制的，命令的

policy政策

possible可能的

reasoning推理

Phrases 短语表

at this time此时，此刻

cover (fees) 负担 (费)

explore options探索可能性

extend a deadline延长时限

figure cost into your/our end将费用算入你们/我们账上

find a way around (a problem) 围绕 (某问题) 找到一个方法

worth a try 值得一试

have in mind 在脑海里 , 想到

have to (do sth) 必须做 (某事)

just in case 以防万一

my hands are tied 束手无策 , 无能为力

profit share 利润分成

set in stone 一成不变的 , 无法更改的

be important (to sb) (对某人) 很重要

where (sb) stands 立场 , 观点

实景对话1

A : I want an increase of our profit share by 20%. I don't want to have to cover the insurance fees, and we must have our delivery by March 15th .

B : Well, it is clear where you stand. But let's explore some options that might work best for us both. Can you tell me why it is you have to have your order so soon? What is it about the insurance fees that are so important to you? What is your reasoning for an increase in the profit share?

A : The delivery date of March 15th is set in stone. We can't accept anything later.

B : What is it about receiving your shipment by March 15th that is so vital to your business?

A : We are due to give the product to our distributors by March 20th . We need a few extra days buffer just in case.

B : Okay. Well, what concerns do you have about covering the insurance fees? Certainly, if we give you a deeper discount, this shouldn't be an issue.....

A : Actually it is an issue because our company has a policy regarding insurance coverage. It is not economical to do it from our end.

B : Unfortunately, we cannot offer insurance at this time. We just don't have the service. Let's see if we can make this work. What if we attacked the problem by contacting a third-party insurance company and figuring the insurance cost into your end?

A : That might be possible.

A : 我想把我们的利润份额增加20%。我不想承担保险费用，而且必须在3月15日前到货。

B : 嗯，您的立场非常明确了。但是让我们试着探寻一些对彼此都合适的选择。

您能否告诉我为什么您那么着急要货？保险的费用为什么对您那样重要？又是什么原因您要增加您的利润份额呢？

A : 3月15日到货是板上钉钉的事了。我们无法接受更晚的时间了。

B : 3月15日到货对您的生意那样至关重要吗？

A : 我们得在3月20日前把货交到批发商手里，我们得有一些缓冲时间以防万一。

B : 好的。那您为什么那么担忧由您来负担保险的费用呢？当然，

如果再给您一些优惠，那这个就不是问题了.....

A：实际上还是个问题，因为我们公司对负担保险有相应的政策。由我们来做的话就不划算了。

B：不好意思，这次我们不能承担保险费用，我们没有这个服务。我们看看怎么解决这个问题。那如果我们联系第三方保险公司然后把保险费用再算到你们的账上呢？

A：那倒可能行得通。

实景对话2

A：The payment must be received in 60 days. It's mandatory！We really can't go for less. You either accept that, or the deal is off.

B：Can you tell me why it is that you can't extend a longer payment grace period?What concerns do you have about a 90-day grace period?

A：It's company policy. I am not authorized to offer anything more than 60

days. I sense you are concerned about not having 90 days.Can you tell me why?

B：For one thing, it takes 30 days for the wire transfers to be completed from all of our distributing agents. We can't make the payment before we have received the funds in our own accounts.I worry if there is any delay, it would affect our credit.

B：Hmm.....I can understand your concern. However, there isn't much I can do. My hands are tied.

A：I can see that we have a conflict here. Maybe we can find a way around it.

B : What did you have in mind?

A : You mentioned you don't have the authority to extend a longer deadline.

Would your supervisor perhaps have the executive ability to make a special exception to company policy?

B : Maybe. It's worth a try anyway.

A : 付款必须在60天内到账，不必再商量了！我们真的不能再少了。如果您不接受的话，这笔交易就取消吧。

B : 您能告诉我为什么不可以延长付款时间吗？对于90天的额外付款时间您的担忧是什么？

A : 这是公司的政策。我的权限内，最多60天。我感觉你对少于90天付款表现出很多的担心，能告诉我为什么吗？

B : 只因为一件事情，我们的分销商要30天才能完全把钱汇入，在汇款到我们的账上之前，我没有办法支付。我担心如果有什么延误，会有损我们的信誉。

B : 嗯.....我能理解您的担忧，但是，我不能再让步了。我无能为力。

A : 我明白我们的症结所在了。也许我们可以围绕着它想想办法。

B : 您有什么想法？

A : 您说您没有权限来延长时限。也许您的上级有能力来获取公司政策的特例？

B : 也许。无论如何，值得一试。

创造双赢的选择 **Inventing Options for Mutual Gain**

卓有成效的谈判源于对各种技巧的运用，找出新的选择从而使双方的利益最大限度得到满足。谈判专家总是勇于创新、善于摸索，提出既能实现自身利益又能兼顾伙伴利益的方案。

通过询问充分了解对方的立场和诉求，探索双方都能接受的利益点。

⊙What do you think if we were to.....

你认为假如我们要.....怎么样？

⊙What if we solved this problem by.....?

如果我们通过.....来解决问题怎么样？

⊙If we.....then we could make it work for both of us.

如果我们.....的话，那就对你我都行得通了。

⊙I know you want..... , and I want..... , so what can we do to get them both?

我知道你想要.....而我想要.....那我们看看是否能够双赢。

⊙Would it work if we.....

如果我们.....能行吗？

⊙How about doing it this way?

如果这样做的话怎么样？

⊙Look at it like this, we can try.....

看看这样子，我们可以试着.....

集思广益，慎重选择

卓越的谈判者会通过营造一个氛围来鼓舞（encourage）大家统一成一个整体，集思广益（brainstorming）共同探索有潜力的解决方法。只有符合双方利益（mutual interests）的选择才是可取的，而此过程并非一帆风顺。

⊙Let's brainstorm to see if we can come up with a solution for both of us.

让我们开动脑筋看我们能否找到对你我都适用的方案。

⊙If we.....then it would accomplish your objective, but what about.....

如果我们.....的话，就可以实现你的目标，那如果.....会怎么样？

⊙Both of us are looking to.....so we might as well.....

我们双方都试图.....所以我们可以.....

⊙That idea is a good start, but what about adding.....

这个主意是个好的开端，但是如果再加上.....会怎么样？

定位与思考

正确的态度是将谈判伙伴视为同盟者（allies）而不是对手（adversaries）。不要陷入对立场观点的纠缠之中，而要洞察根本利益。无须担忧彼此部分利益的差异，而要寻找实现利益互补的方式。

⊙What you're interested in is....., is that right? Well, I would like to see.....

because.....

你感兴趣的是.....对吗？那我愿意看下.....因为.....

⊙That dovetails nicely into my requirements, if we.....then both our requirements will be satisfied.

那与我的要求正好吻合，如果我们.....那我们双方的要求就都满足了。

综合完善

当形成双方基本上认可的共同利益实现方式时，必须将主旨明确。总之，要把初步的意向优良化、正式化（formalized），使双方都能够一目了然。

A : Okay, let's review our terms once more. You are interested in a lower overall budget because your current available resources are limited. I can only offer a lower price if we limit our on-site support. We can't afford to give a lower discount if our employees are working overtime and getting paid overtime. So I think if you agree to supply your own on-site workers, we should be able to give you the discount you need.

B : Sounds like it should work for both of us !

A : 好的，让我们再回顾一下我们的条件。由于你们最近的可用资源有限，所以你所感兴趣的是一个较低的总预算。如果在现场支持上降低要求，那我可以给出一个更低的价格。如果让我们的员工加班工作还要额外支付加班费的话，那我没有办法再便宜了。所以我想如果你们提供自己的现场雇工的话，我们可以给出您所要求的折扣。

B : 听上去对我们双方都适用。

总结

通常人们将谈判视为唇枪舌剑的对抗性活动，或者理解为谈判双方在利益面前势不两立。事实上，谈判是不动干戈地创造双赢机会、共同努力的过程。

Words 单词表

accept接受

anyway无论如何，不管怎样

aspect方面

discount折扣

dovetail燕尾；吻合

economical划算的，节约的

insurance保险

materials材料

on-site现场

overall全部的

practical实用的；实际的

redesign再设计

regulation规则，条例

retailer延误

specifications规格，性能规范

workable可行的

workmanship 工艺

Phrases 短语表

clear customs 通关

cover (fees) 负担 (费用)

cut a budget 削减预算

cut corners 偷工减料

have connections (with sb) 与.....有往来

limited resources 有限资源

look into (doing sth) 研究 (做某事)

look to (do sth) 试图.....

might as well 倒不如，也可以

move up a date 时间提前

no can do 不可行

on-hand 现成的，手头有的

be worth (doing) 值得.....

be more likely (to do sth) 更有可能 (做某事)

turn around time 周转时间

实景对话1

A : It's going to be difficult to accept the price you've given us in the quotation. Is there any way you can give a better discount?

B : I know you want a lower discount, and I want to make this project economical for our company, too. So what can we do to get both?

A : Both of us are looking to save money, so we might as well look at some different options. Could you give us a better discount if we changed some of the terms?

B : Maybe. What do you think if we were to let your side cover the insurance fees?

A : No can do. It's just not practical. Your company already has the connections with the insurance companies and you can get a better rate anyway. What if we solved this problem by redesigning the project to use less expensive materials? We could cut corners by using lower quality on the less important aspects.

B : That might be worth looking into. However, we do have building regulations to adhere to. What you're interested in is cutting your budget just a little, is that right? Well, I would like to see a way we could cut costs without affecting the workmanship because the products we deliver are quality.

A : Well.....What about the on-site employees?

B : Now, that sounds workable ! You are interested in a lower overall budget because your current available resources are limited. I can only offer a lower price if we limit our on-site support. We can't afford to give a lower discount if our employees are working overtime and getting paid overtime. So I think if you agree to supply your own on-site workers, we should be able to give you the discount you need.

A : Sounds like it should work for both of us !

A：我们很难接受您的报价，您有什么办法能给我们更大的折扣吗？

B：我知道您想要的是一个较低的折扣，但我也想为我们公司做一个经济实惠的计划。怎样才能两全其美呢？

A：我们两个都想省钱，那我们不妨看看一些不同的选择。如果我们改变一些条件的话，您能否给我们一个更大的折扣？

B：也许吧，如果让您这边来负责保险费，您觉得怎么样？

A：不行，那不实际。你们的公司已经和保险公司有往来而且可以得到一个特别的费率。那如果我们修改计划并使用一种没有那么贵的材料怎么样？我们可以图省事在一些不重要的方面降低质量。

B：那倒是值得研究一下。但是我们有建筑法规要遵守。您所感兴趣的是削减一部分预算，是这样吗？好，我倒愿意找到一个减少费用但是不影响工艺的方法，因为我们所递交的产品都是质量上乘的。

A：那.....现场雇工呢？

B：听上去倒是可行！您所感兴趣的是一个较低的总预算，由于你们最近的可用资源有限。如果在现场支持上降低要求，那我可以给出一个更低的价格。如果让我们的员工加班工作还要额外支付加班费的话，我没有办法给更低的折扣了。所以我想如果你们提供自己的现场雇工的话，我们可以给出您所要求的折扣。

A：听上去对我们双方都适用。

实景对话2

A：Would it work if we moved up the production date by two weeks? I just got notice from the shipping company that our order will take 15 days to clear customs. In order to meet our deadline with retailers, we have to figure a way to get the product here

sooner.

B : Uh.....Moving up the deadline for production shouldn't be a terribly big issue, If we received a finalized specifications order, then it would accomplish your objective, but what about confirming the specifications?Can you do it on short notice?

A : Hmm.....That might be a problem. The Artistic Department has to come up with the design and then it has to be approved by the executive committee.That takes about a month.It wouldn't give you enough time for production.Let's brainstorm to see if we can come up with a solution for both of us.

B : How about doing it this way?We can give you a catalog of the standard product molds we already have on hand. You can show that to your executive people, and have them make a decision.That would bypass the designers and save us some valuable time.

A : That idea is a good start, but how about adding more than just your standard molds. I think if they were offered more choices, they might be more likely to find something they like.

B : Look at it like this, we can try with the standard catalog first, then if they aren't satisfied, they can give us a holler, we'll get our own designing team to throw something together. Their turn around time is only about a day or so.....

A : That dovetails nicely into my time requirements, if we use your standard catalog items, then have your designers make the minor adjustments we need then both our requirements will be satisfied.

A : 我们把生产时间提前两个星期能行吗？我刚从船运公司得到

消息说，我们的订货可能将在15天内通关。为了使零售商赶得上我们的时限，我们得尽快把货物弄到这儿来。

B：嗯……如果我们能够收到订单生产规格的话，提前生产时限也不是什么大不了的事情，你也可以实现你的目标了。那关于确认的规格怎么办？你能在短时间内做成吗？

A：嗯……那可能是个问题。艺术部必须拿出方案，然后要董事会通过。那需要一个月的时间。那你就没有足够的生产时间了。我们开动脑筋看看能不能找到对你我都通用的方案。

B：这样行不行？我可以把我们手头上有的标准产品类型的目录给你，你可以拿给领导层看，然后由他们做决定。这样我们可以跨过设计人员而争取更多宝贵的时间。

A：这个想法倒是一个很好的开始，但是在里面增加更多的标准规格会怎么样？

我想他们的选择越多，他们找到喜欢的东西的可能性就越大。

B：你看这样子，我们先用标准目录，到时候如果他们不满意，发一些牢骚，我们就让自己的设计团队再调整，他们的周转时间只不过一天左右……

A：那正好和我的时间要求相吻合，如果我们用你的标准目录，那设计者们就可以做最小范围的修改，这样我们的要求就都能满足了。

使用独立的标准 Using Independent Standards

要避免在谈判中因为利益抵触而导致的僵局（deadlock），一副灵丹妙药就是坚持使用（insist on）公认的、独立的标准。用普遍接受的、公认的、客观的标准来证明自己所要的并不是信口开河，对方的条件与“标准”有差距，从而促使对方进行调整。

谈判前要做足功课，了解市场行情，将相关数据记录下来，谈判时可以随时调用。

⊙Let's take a look at what's standard market value for these items.

让我们看看这些货的市场行情价。

⊙How much would we end up paying if we bought them from any other supplier?

如果我们从其他供货商那里买货到底要付多少钱呢？

⊙The going-rate for.....these days is.....

目前.....的常规价是.....

⊙What's the Blue Book value?

蓝皮书的价格是多少？

⊙I'm offering market value prices.

我给的是市场行情价。

⊙Take a look at comparable markets.You won't find a better deal.

看下同类型的市场，没有比这更好的了。

⊙I'm offering what's fair.

我给出的本身就是公平合理的。

买方的标准

作为买方，可以通过市场行情调研（marketing research）或者

通过别的供货商的报价来判断卖方给的价格是否合理。

⊙The average listing on comparable properties within a 10-kilometer radius of the property you are offering is 20% lower than your asking price. Considering the market, don't you agree a discounted price would be more fair?

半径10千米以内同类型的房地产价要比您的要价平均低20%，考虑到市场情况，您不觉得应该便宜些才会更合理吗？

⊙We've received quotations from several other suppliers for products similar to what you've offered. We'd rather work with you, so do you think you can match their prices and give us a fair deal?

我们也收到了一些与你方产品相类似的其他供货商的报价。我们比较倾向于和你们合作，所以您看你们能不能向他们的价格看齐，从而给我们一个公平的待遇？

⊙Similar quality items usually go for \$20 per unit. Do you think you could reconsider your price quotation to reflect the current market?

同类型的产品价格一般是每件20美元，您不觉得应该重新考虑您的价格以便符合市场行情吗？

⊙I think \$50 per unit is more than fair. According to Consumer Reports, the industry standard is between \$30 to \$60, \$60 is high-end.

我觉得每件50美元更合理。根据《消费者报告》，行业标准是30美元到60美元之间，60美元就是高端了。

寻找准则

贯彻公正原则时需要找到双方（both sides）都能认可的独立标

准。比如行业普遍通行的报价、知名企事业或政府机构的证明等。

⊙Kelley Blue Book reports the 2003 Mini Cooper to be worth \$11 , 000 with private party sale. Since you're asking more than the Blue Book value, can you tell me why?

《凯利蓝皮书》（美国最受欢迎的新车和旧车信息来源）报告说，2003年迷你旋风从私人处购买的价格是11，000美元。您要的价格比蓝皮书上的还贵，您说这是为什么？

⊙The Consumer Reports published pricing is\$800 per unit.I expect no less than what is fair.

公开出版的《消费者报告》标价是每件800美元，我要的是公平合理。

⊙According to the national standard, all units must be equipped with stainless steel appliances.

根据国家标准，所有的都必须配备不锈钢家电。

理智

坚持标准时要求理智（rational）而非情绪化（emotional），因此自制必不可少。一些成功的谈判者在整个谈判过程中都能保持耐心和平稳的情绪。

A : \$35 per unit?That's absolutely outrageous ! That's flat out robbery !

B : I understand you might feel my price is unreasonable, but let's take a look at what is standard for the industry right now. According to third-party marketing research, you can see the going rate for similar items is\$40 per unit.I have given you a break on the price, but I simply can't offer you any more of a discount.I hope you

can understand.

A：每件35美元？太荒谬了！这简直就是明目张胆地抢劫！

B：我理解您可能觉得我的价格有些不合情理，但是让我们看一下现在的行业标准。根据第三方市场调查，您会看到类似的项目费率是每件40美元。在价格上我已经做出突破了，我无法再给任何更多的折扣了，我希望您能够理解。

总结

谈判到了双方僵持不下时，可以设法找一个“说了算”的标准来参照。如果能够找到一个独立的、客观且有说服力的标准来证明对方的出价不合理，就有可能打破僵局。迫使别人让步需要耐心，而非情绪化。

Words 单词表

appliances家电

appraisal评价，鉴定

comparable比拟，类似的

expensive昂贵的

outrageous岂有此理，不像话

refurbish翻新

several几个，若干

similar类似，相似

stainless steel不锈钢

standard标准

third-party 第三方

unfortunately 不幸地；不巧地

upkeep 修理，保养

vender 卖主，销售者

Phrases 短语表

ask price 询价，要价

discounted price 折扣价

find a deal 找出办法

flat-out 坦白的；直率的

give (sb) a (fair) deal 公平对待（某人）

yield results 取得成功/成果

go for (sth) 赞成（某事）

going rate 现行利率

market value 市场价格

match a price 匹配价格/价格调整到一致

match quality 品质配对，匹配品质

be equipped with 配备

offer a price 报价，出价

since you're (doing sth) 既然你（做某事）

take a dive暴跌，突然降价

give a break (on a price) (在价格上) 做出突破

flat-out robbery明目张胆地抢劫

these days目前，现在

实景对话1

A : I received your quotation. Unfortunately, the price you offer seems much more expensive than we can go for right now. We've received quotations from several other suppliers for products similar to what you've offered. We'd rather work with you, so do you think you can match their prices and give us a fair deal?

B : I'm sorry, but I will have to stand by the numbers I sent you in the quotation. I'm offering market value prices. I'm offering what is fair.

A : Take a look at the information. You'll see that the price they offer is only \$20

per unit. That's half of what you want !

B : Okay, well, I will offer you a deeper discount of \$35 per unit. Take a look at comparable markets. You won't find a better deal. The level of quality you will get from other vendors can't match ours.

A : \$35 per unit? That's absolutely outrageous ! That's flat-out robbery !

B : I understand you might feel my price is unreasonable, but let's take a look at what is standard for the industry right now. According to third-party marketing research, you can see the going

rate for similar items is\$40 per unit.I have given you a break on the price, but I simply can't offer you any more of a discount.I hope you can understand.

A：我收到了您的报价。不幸的是您出的价格与我们目前所能接受的相去甚远。

我们也收到了一些与你们的产品相类似的其他供货商的报价。我们比较倾向于和你们合作，所以您看你们能不能向他们的价格看齐，从而给我们一个公平的待遇？

B：不好意思，对于寄给您的报价中的数字我无法调整。我现在给的就是市场行情价。我给的本身就是公平的。

A：通过这些信息，您就能看到他们的出价是每件仅20美元，是您要价的一半！

B：那好吧，我愿意给一个更优惠的折扣，每件35美元。看一下类似的市场，您找不到更好的了。我们的质量水准是别的卖家无法匹敌的。

A：每件35美元？太荒谬了！这简直就是明目张胆地抢劫！

B：我理解您可能觉得我的价格有些不合情理，但是让我们看一下现在的行业标准。根据第三方市场调查，您会看到类似的项目费率是每件40美元。在价格上我已经做出突破了，我无法再给更多的折扣了，希望您能够理解。

实景对话2

A：To be honest, I am very interested in negotiating with you on this property. However, the asking price seems a little unreasonable.The average listing on comparable properties within a 10-kilometer radius of the property you are offering is 20%lower than your asking price.Considering the market, don't you agree a

discounted price would be more fair?

B : The going-rate for properties such as this these days is \$400 , 000. We had the place appraised. The listed price reflects the value assigned by the appraiser.

A : What was the timeline on the appraisal? It was over a year ago ! Since the current market has just taken a nose-dive, I wonder if a more recent appraisal would yield similar results. Since you're asking more than the going rate, can you tell me why?

B : The property has excellent upkeep and has just be refurbished with all new stainless steel appliances. Consumer Reports published pricing on such units would indicate a higher value. Take a look at comparable properties. You won't find a better deal.

A : According to the national standard, all units must be equipped with stainless steel appliances. I still think we need to reach agreement on a lower price.

A : 坦率地说，我很愿意和您就这套房产进行谈判。但是，要价有些不合情理。

半径10千米以内同类型的房地产价要比您的价格平均低20%。考虑到市场情况，您不觉得便宜些才会更合理吗？

B : 当前类似的不动产的费率是40万美元。我们曾对这块地方进行过评估，单子上的金额是经过评估师确认的价值。

A : 是什么时间的评估？是一年多以前的！最近市场行情暴跌，我想知道再一次评估的话是否会得出类似的结果。您所要的比市场行情高，您能否告诉我是为什么呢？

B : 这套房产保养极佳，翻新时配备的是全套的不锈钢家电。刚

出版的《消费者报告》上说此类型应有更高的价值。您可以看一下同类型的房产，没有比这更好的了。

A：根据国家标准，所有房产必须配备不锈钢家电。我仍然觉得我们只有以更低的价格才能达成协议。

考虑最佳备选方案 **Considering the Best Alternative**

谈判前就应当考虑到协议无望时的最佳备选方案。备选方案所起的作用相当于经过深思熟虑后的应急计划（contingency plan），类似于B计划而有别于底线（bottom line）。因为底线意味着谈判到了穷途末路时的无奈选择，意味着最糟糕的结果（worst possible outcome）。

考虑备选方案前，一定要弄清楚对方的立场，确认第一方案是否真的无望了。

☉I will have to take your offer into consideration.

我一定会考虑您的出价。

☉Is this the best you can do?

这是您能给出的最优惠的吗？

☉What's your final offer? Can you do any better than this?

您最后的出价是多少？还能给出比这更好的吗？

☉I hope we can make this negotiation work. Can you offer me anything more attractive?

我希望我们能够谈出个结果。你们还能给出什么更具吸引力的吗？

⊙I am very interested in working with you.However, with what you are currently able to offer, I may have to decline this time.

我很有兴趣和您一起共事。但是，根据您刚才的出价来看，这次我只得谢绝了。

⊙I appreciate all you've done to make this deal work.Problem is, I may not be able to accept the terms you've offered.

我很感激您为这笔交易所做出的努力。问题是，我不能够接受您刚给出的条件。

⊙I'd like to see this work.What is your last price?Can you give me a slightlybetter deal?

我得研究一下，这是您的最低价格了吗？您还能略微优惠些吗？

用途

对于最佳选择方案（best alternate solution）要有一个清晰的概念，避免接受一些有利程度还不如（less favorable）无须谈判就能坐拥的选择。

⊙I'm sorry, I can't accept a price of\$30 per unit.I already have another offer with a different supplier for less.

对不起，我无法接受每件30美元的价格，其他供货商给我的价格比这个要低。

⊙I will have to decline.I have received several other offers.

我不得不谢绝了，因为我已经收到了一些别的出价。

⊙Your offer is tempting ; however, I will have to consider my options.

您的提议很有诱惑力，但是，我必须再斟酌一下。

⊙I would like to be able to help you out, but I can't afford to loose money on this deal.

我很乐意帮您，但我在这笔买卖上可赔不起。

选择时机

成功谈判专家（successful negotiator）的必修课之一就是学会什么时候抛出备选方案，不要轻易放弃探索更好谈判结果（negotiated settlement）的尝试。

A : I know you were hoping for a lower price, but that might not be feasible.

Like I said, considering all the extras we're throwing in , \$200 per unit is a very reasonable price.

B : Well, perhaps. I appreciate all you've done to try and satisfy my requirements, but I don't think we can reach agreement with a final price of\$200 per unit.

A : 我知道您预计的是一个更低的价格，但是未必可行。如我说，考虑到所有我们额外给出的，200美元一件是一个非常合理的价格。

B : 嗯，也许吧。我非常感谢您为了满足我的要求所做的努力，但是我觉得以每件200美元的价格无法达成协议。

B : Do you have any better offers from anyone else?

A : Perhaps. Can you offer better than what you've offered so far?

A : Our profit sharing on this partnership can't be less than

40/60. We're absorbing all of the overhead costs, we should be entitled to a higher percentage of the proceeds.

B : Is this the first joint venture project your company has dealt with? You should know that 40/60 is a very reasonable profit divide.

A : We have an offer from another entity which will give us 50/50.

A : 您是否收到了别处给出的更好的出价？

B : 或许吧。您还能给出比原先更好的出价吗？

A : 我们与合伙人收益分成不能少于40/60。我们负担了所有的营运开支，我们应该享有更高的百分比收益。

B : 这是您公司第一次做合伙交易吗？您应该知道40/60是一个很好的收益分成比例。

A : 别处给了我们一个50/50的出价。

总结

谈判就要在双方的利益之间寻找平衡点，在取与舍之间拿捏。上述内容不是教你妥协，而是迂回，把利益的损耗减到最低。谈判前要想好所有替换性方案，找出最实际的退路。此外还应当学会准确估计对方在进退两难时会抛出什么样的备选方案，做到“知己知彼”。

Words 单词表

additional 额外，附加

anticipate 预期

appreciate 感激；欣赏

benefit福利

consider考虑

extra其他的

feasible可行的

nope不，不行，没有

portion部分，一部分

slightly稍微

tempting有吸引力的，诱人的

Phrases 短语表

work out制定，算出

accept a term接受条件

benefits package一揽子福利，福利套餐

the best (sb) can do (某人) 最多可以

can't afford to (do sth) 无法承担做.....

final price最终价格

help (sb) out帮助 (某人) 做成

inclusive of其中包括

loose money (on a deal) 在 (某交易上)

may I ask.....我是否可以问一下.....赔钱

number crunching 计算

problem is.....问题在于.....

relocation costs 搬迁费

salary range 薪金幅度

satisfy requirements 满足要求

shipping partner 航运合作伙伴

stock options 股票期权

take (sth) into consideration 将考虑

throw in 额外奉送的

(某事)

实景对话1

A : I appreciate all you've done to make this deal work. Problem is, I may not be able to accept the terms you've offered. Is this the best you can do?

B : Well, I can't give you much more of a discount on the price. But what if

I threw in an additional 10% discount on your next order of 10th thousand units ?

A : Your offer is tempting ; however, I will have to consider my options. Is this the best you can do?

B : I would like to be able to help you out, but I can't afford to lose money on this deal. What if I talked to our shipping partner

and got you insurance discounts on the shipping portion?

A : I will have to take your offer into consideration. If you offer us a discount on insurance, it will still figure into more than \$15 per unit for shipping. Hold on, let me do some number crunching. Nope, still not working out for the price we'd like to get. I'd like to see this work. What is your last price? Can you give me a slightly better deal?

B : I know you were hoping for a lower price, but that might not be feasible.

Like I said, considering all the extras we're throwing in , \$200 per unit is a very reasonable price.

A : Well, perhaps. I appreciate all you've done to try and satisfy my requirements, but I don't think we can reach agreement with a final price of \$200 per unit.

A : 我很感谢您为这笔交易所做的努力。问题是，对于您提到的条件我无法接受。难道这是您能给出的最好条件吗？

B : 嗯，在价格上我不能再给折扣了。不过，下一个一万件的订单我额外奉送10%的折扣，您觉得怎样？

A : 您的提议很有诱惑力，但是，我还必须考虑我的选择。这是您能给出的最好条件吗？

B : 我很乐意帮您，但我在这笔买卖上赔不起钱。如果我和我们船运公司的合作伙伴谈谈，设法在货运部分给您保险折扣，您觉得怎么样？

A : 我会考虑您的提议。如果您在保险上给我们一个折扣，那每件还是得有15美元的运费。等一下，让我算算。不会吧？还是比我们预期的价格要高。我得研究一下，这是您的最低价格了吗？您还能略微再优惠些吗？

B : 我知道您预计的是更低的价格，但是未必可行。如我所说，考虑到所有这些我们额外给出的，200美元一件是非常合理的价格了。

A : 嗯，也许吧。我非常感谢您为了满足我的要求所做的所有努力，但是我觉得以每件200美元的价格无法达成协议。

实景对话2

A : Congratulations. It's my pleasure to tell you Contra Communications would like to offer you a position with our company as director of media relations.

B : Thank you very much, I am very pleased with your offer. Of course, I will have to take time to think it over before I make my decision. May I ask, what is the salary range of the position you are offering?

A : We are prepared to offer you a salary of\$40 , 000 including partial benefits.

B : Oh, I see. I must be honest with you, that is a bit lower than I anticipated. Depending on your benefits package, I may be able to consider a salary of\$50 , 000 per year.

A : Our partial benefits package is inclusive of full medical and dental coverage. Full benefits also include 401K contributions and stock options.I may be able to offer\$45 , 000 with partial benefits, or\$40 , 000 will full benefits.

B : I hope we can make this negotiation work. Can you offer me anything more attractive?

A : I'm afraid our economic constraints limit us to a final offer of\$45 , 000 plusfull benefits.

B : I am very interested in working with you. However, with what you are currently able to offer, I may have to decline this time.

A : I may be able to throw in relocation costs as well.

B : I am sorry, I will have to decline. I have received several other offers.

A : 恭喜您。我很高兴地通知您，康特通讯公司愿意为您提供一个媒体公关主任的职位。

B : 非常感谢，对于您能提供这个机会我很高兴。当然，在做决定之前，我还得再仔细考虑一下。我能否问一下，您提供给我的这个职位薪酬幅度是怎样的？

A : 我们准备给您的薪水是4万美元，包括一定的福利。

B : 哦，知道了。老实说，这比我预期的要低。在福利计划的基础上，我希望有5万美元的年薪。

A : 我们的部分福利计划有全面的医疗，包含牙科。全额福利还包含401K贡献和股票期权。我应该可以给您4万5千美元包含部分福利，或者4万美元含全部福利。

B : 我希望我们能够商量。您还能提供更具吸引力的条件吗？

A : 恐怕由于我们受经济因素制约，最终出价只能是4万5千美元且包含全部福利。

B : 我很有兴趣和您一起共事。但是，如果按照您刚才的出价来看，这次我只得谢绝了。

A : 我也许可以附加安迁费。

B : 对不起，我得谢绝了。因为我已经收到一些别的出价了。

十项全能之十 潇洒做演讲 Presentations

演讲当天 On the Day of Presentation

当众演讲 (public speaking) 对很多人来说是压力最大的使命。如下的一些提示可以帮助你克服当众讲话的恐惧，给出一个让人印象深刻的 (memorable) 演讲。

开场白

演讲开场，首先要问候听众，然后进入主题。

⊙Thank you for inviting me today.

感谢你们今天的邀请。

⊙It's great to be here with you today.

今天能在这里和你们相聚真是太好了。

⊙Today I'd like to start things off by sharing a story.....

今天，我想通过一个小故事来开始我们的探讨.....

说明细节

当你给出一些细节信息，如名字、事实、实例、数据、故事或者类比 (names, facts, examples, statistics, stories or analogies) 的时候，要做到简洁明确、点到为止，无须展开讨论。否则，会本末倒置，时间分配不均。这个环节要广度而不是深度 (breadth rather than depth)。听众留下深刻印象的是广泛的实例和证据的总体性。

⊙Let me give you a few examples.....

我来给你们举一些例子.....

⊙We can see this is true from.....

通过.....我们能够看到这是正确的。

⊙Here's a story to illustrate my point.

一个故事可以证明我的观点。

演练成就完美

在车里或在卧室里，甚至在洗澡的时候可以预演一下，看看自己该如何演讲、展开问题、引导思路以及证明观点。开始前调试好设备，确保在使用时运转正常。投影仪的故障会打乱所有的预先安排，使你无所适从。书面上和意识中（literally or mentally）的准备越充分，压力越小。

⊙Can you show me the projector before we get started?

在我们开始之前，能否让我看一下投影仪？

⊙I'd like to have a few minutes alone before we start, if that's okay.

在我们开始之前，如果可以的话，我想单独待一会儿。

⊙Let's try out the equipment before everyone gets here, is that alright?

在大家到这里之前我们调好设备，好吗？

预测在讲演中或过后可能被提出的问题

谙熟主题各个方面，无论深度还是广度都要事先调查研究，这样才会胸有成竹，不再紧张。如果碰巧被问到了一个你不是很肯定的问题，千万别猜。猜测有损听众对你的信任（damage your

credibility)。要明确地告知，你不知道这个特别问题的答案，但是会后去会去了解并解答给提问者。他们不指望你无所不知，你不必掩饰或主动打击自己的信心，听众会理解的。你只需将注意力放在下一个即将来临的问题。

⊙I'm not totally 100% sure about the answer to your question. Let me find the answer and get back to you.

关于您的问题，我不是百分之百肯定，让我找到答案后再回复您。

⊙To be honest, I don't know the answer to your question. Can I find out and get back to you?

老实说，我不知道您的问题的答案。我能否找找随后再回答您？

有效运用幻灯片

别当着听众的面读幻灯片上的内容。不仅仅是因为枯燥（boring），而且幻灯片会把你锁定在（fixed position）屏幕前的固定位置，甚至你读完后会想不起来该说什么。除非是涉及幻灯片上的一些非常细节的数据（specific data），否则都没有必要读幻灯片。幻灯片或图片的作用之一是提示你（cue you）需要讲解的内容，用自己的话来介绍远比读幻灯片上的内容有意义（entertaining）。

⊙Let's take a minute to talk about this area.....

让我们用一分钟时间来讲这个部分.....

⊙As you can see from this photo.....

正如诸位在图片中看到的一样.....

⊙This photo reminds me of.....

这张照片让我想起.....

总结

演讲当天的紧张和压力经常会让人如履薄冰、魂不守舍。最好的镇静剂就是把注意力集中到内容的分析和细节的准备上。通过缓慢的呼吸来放松，假装镇静，不仅会瞒过听众，也会瞒过自己。讲话过程中放慢语速，这样不仅观众听得清楚，也给自己更多的时间来思考。不要受主席台和演讲台空间的限制，可以走到听众中去，这样不仅会拉近与听众的距离，更会放松自己。对自己准备的内容要有信心，只要贯穿始终的主线不断，就可以善始善终，即便是众目睽睽，也能游刃有余，胜似闲庭信步。

Words 单词表

appealing吸引人的

brand品牌

comparison比较，对照

consultation咨询；商量

consumer客户

device设备

equipment设备

industrial psychology工业心理学

labeling标签；标号

logo标志

point点

prior在此之前，预先的

projector投影仪

remarkable非凡的，不平常的；显著的

share分享，共享

training培训

workshop车间，工场

Phrases 短语表

as a result of.....由于.....的结果

Better Business Bureau商业促进局

call (people) in让 (某人) 进来

expert advice专家意见，专家咨询

eye catching引人注目，惹眼

feel free (to do sth) 无须拘束/轻松地 (做某事)

gather oneself使振作；做好准备

get inside (sb's) head了解 (某人的) 想法

get started开始

hook up (equipment) 连接，插上

if that's alright如果合适，如果正常

in the first place首先，起初

look forward to期待，盼望

move on前进，继续移动

outside opinion外界舆论

put together放在一起

sales figures销售指数，销售数字

start things off by.....以.....作为开端

take a look看一下，瞧一瞧

take a minute (to do sth) 用/花点时间 (做某事)

the point of (sth) is..... (某事) 的重点在于.....

try out (equipment) 调试/试用 (设备)

实景对话1

A : Thanks for coming today to share with us. I'm really looking forward to your presentation. Here's the room where you will be presenting.

B : Can you show me the projector before we get started?I'd like to try out the equipment before we start, if that's alright.

A : Of course. Here, let me get it hooked up for you.There.....

B : Perfect.Thank you.

A : Is there anything else I can get you before I call everyone in?

B : I'd like to have a few minutes alone before we start, if that's okay. If you could just give me five minutes to gather myself, then call everyone. That would be wonderful.

A : No problem.

(5 minutes later, everyone is assembled)

A : We'd like to welcome our speaker today. Mr.Rutherford Peterson is visiting us today from Shanghai Solutions. He has put together a great training workshop for us on brand development.Let's all welcome Mr.Peterson.

B : Thank you for inviting me today. It's great to be here.Today, I'd like to start things off by sharing a story.....

A : 感谢您今天的到来。我真的非常期待您的演讲。这里是您做演讲的房间。

B : 在我们开始之前，能否让我看一下投影仪？如果没什么问题的话，我想在开始前试用设备。

A : 当然，在这儿。我帮您接起来。好了.....

B : 太好了，谢谢您。

A : 在叫大家进来之前，您还需要我为您做什么？

B : 在我们开始之前，如果可以的话，我想单独待一会儿。如果您能给我5分钟来调整一下，再叫大家进来，那就太好了。

A : 没问题。

(5分钟以后，大家进来就座)

A : 我们欢迎今天的演讲者。今天造访我们的是来自上海咨询方案的卢瑟福·彼得森先生。他将就品牌的发展为我们组织一个出色的演讲。让我们一起欢迎彼得森先生。

B : 感谢诸位的邀请。我很高兴能来这里。今天，我想通过一个

故事来开始我们的探讨.....

实景对话2

A : Feel free to ask questions at anytime during the presentation. Let's move on to our first point. (Show first slide) Let's talk about the importance of design to our marketing success. As you can see from this photo, color is one of the most important eye catching devices you can use in the design of your logo or product labeling. We can see this is true from the sales figure comparisons done between our products before the logo change and after the logo change. Let's take a look at the graph. (Show second slide) It's quite remarkable, really, when you consider the only change made was to the label color.

B : Why did they decide to change the color in the first place?

A : The decision was made as a result of prior marketing research and a consultation with an industrial psychologist. Let's take a minute to talk about this area. The point of our marketing is to make our product available and appealing to more consumers. If we want to get inside the consumers' head, it's very helpful to get outside opinion and expert advice. Let me give you a few examples. In 2004 , our department hired an independent consultant to evaluate the effectiveness of our marketing strategy.....

C : Sorry to interrupt, but I was wondering who the consultant was?

A : I know it was a professional that was recommended by the Better Business Bureau, but to be honest, I am not certain of the name. Can I find out and get back to you?

A：在介绍期间的任何时间都可以自由发问。让我们进入第一点。（放第一张幻灯片）我们来谈谈设计对于市场营销的重要性。正如诸位在图片中看到的一样，在标志和产品商标设计过程中，颜色是最吸引眼球的工具之一。可以通过标志转变前和转变之后的销售指数对比明显地看到这一事实。我们来看图表。（放第二张幻灯片）考虑到唯一的改变只是标签的颜色，效果还是挺明显的。

B：他们为什么决定改变当初的颜色？

A：这个决定是市场研究和工业心理学专家咨询以后的结果。让我们花一分钟来谈论这个。营销的要点在于使产品变得实用、有吸引力从而迎合更多的消费者。如果了解消费者的心理，外界评价和专家的建议是非常有用的。我来举些例子。2004年的时候，我们部门雇了一位独立顾问，以评价我们市场战略的有效性……

C：对不起打断一下，我想知道那位顾问是谁？

A：我知道是商业促进局推荐的专业人士，不过老实说，我不是很确定他的名字。我找到后再告诉您，好吗？

满怀信心的开端 **Beginning with Confidence**

当众讲话，紧张（nervous）是无可厚非的。即便心里七上八下、忐忑不安（the butterflies flying around in your stomach），如果能牢记如下环节，你仍然可以让自信洋溢周身。

问候听众

讲话开始时先问候听众，然后自报家门；声音洪亮清晰，让听众耳目一新（greet your audience）。如果听众中有人对你还不是很了解，可以再简单自我介绍一下。但如果有人已经介绍过你了，这个环节就可以省略。

◎Hello, thank you for inviting me today. I'm Matthew Walberg.

各位好，感谢你们今天的邀请。我叫马修·沃尔伯格。

⊙Hello.It's great to be here with you today.

大家好，今天很高兴能在这里见到各位。

⊙Let me introduce myself.I'm Xiaoping Zhang.I'm happy to be here.

自我介绍一下，我叫张小平。很高兴来到这里。

⊙Hi, I'm Jordan Zhang.It's my pleasure to be presenting to you this morning.

大家好，我是乔丹·张。很荣幸今天早上和大家见面。

⊙Thank you for having me here today.It's great to be here.

今天很感谢能有这个机会和各位见面。能来这里我很高兴。

点题

点明你要讲的大意或主题。别迷信“以笑话开端会引起听众兴趣”的说法。幽默如果不能恰到好处，会感觉有些不伦不类，尤其是在成分不统一的人群中（mixed crowds）。直接点题（get down to business）更稳妥。

⊙Today I will be addressing.....

今天我要讲.....

⊙My topic for discussion is.....

我今天讨论的题目是.....

⊙This afternoon, we'll be spending a good deal of time talking about.....

今天下午，我们将用大量的时间来谈论.....

⊙What I'd like to share with you today is.....

我今天要和诸位分享的是.....

增强说服力

你需要让听众了解你有什么资格 (qualified) 来谈论这个题目。不要以大篇幅介绍你的简历，更不要吹嘘自己 (brag about yourself)，而要提及在该题目研究上你的资历凭证 (your credential) 和相关经历，几句话就行。如果某人在此之前已经介绍了你的背景，此环节可以省略。

⊙I was involved with the original development of this particular kind of software, and I have been a technological consultant for the central government.

我曾参与了此类型软件的最初开发，而且我一直是中央政府的技术顾问。

⊙I was trained at Harvard Business School, and Fortune magazine has named me as one of the leading business minds in China.

我受教于哈佛商学院，被《财富》杂志评为中国的商业头脑之一。

强调好处

告诉听众从你的演讲中他们可以得到哪些好处 (benefits they will gain)。这是一个有效讲解的重要部分 (crucial part)，会使你的演讲一下子脱颖而出，引起关注 (relevant to their concerns)。给听众的好处通常体现在提高收益、减少花费上，或者是一些解决问题的良策、进步的机会等。当听众都聚精会神看着你的时候，你会发现

做一个有理、有力、有效的讲解会越来越容易。

⊙In this presentation are ideas that may save us\$600 , 000 annually, and increase our bonuses.

此次介绍中的理念每年能为我们节省60万美元，而且能增加我们的奖金。

⊙This issue affects all of us in the following ways.....

这个问题会在以下方面影响到我们.....

⊙If you listen carefully and apply some of the suggestions I will give you today, you'll be able to.....

如果诸位用心听并采纳一些我今天给的建议的话，您可以.....

让听众了解演讲大纲

预告（forecast）你讲话的提纲。无须涉及太多的细节，用两三句话列出主要内容。告诉听众你希望什么时候提问和解答：任何时间？每个部分结束后？还是在整个讲解结束后？

⊙First, I'd like to address training, then I'll talk about operational readiness, and I'll finish up by discussing effectiveness.

首先，我要讲培训，随后是谈运作准备，最后是讨论效益。

⊙We'll have a question and answer period at the end, so if you'll please hold your questions until then.

在最后我们会有问答时间，您可以把问题保留到那个时间。

⊙Feel free to ask questions at any time.

如果有问题可以随时提问。

开始第一项内容的详细介绍

直截了当地开始，进入第一项主题。

⊙Let's start with my first point, which is.....

让我们开始第一项，是.....

⊙Now let's begin with the first item, which is.....

现在让我们开始第一项，是.....

总结

一个有“高度”的“自报家门”不仅能让听众对你信心十足，也能增强自己的底气；告诉别人你演讲之中“触手可及”的诸多好处，不是为了画张饼吊起别人的胃口，而是吸引所有人的注意力；列明框架是为了条理清晰、轮廓分明。总之，如果“好的开始是成功的一半”，那么一个充满信心的开端就是成功讲演的一大半。

Words 单词表

affect影响；感动

annually每年，年度

background背景

broadcasting广播，播音

development发展；开发

diplomatic relations外交关系

effect效应，效果

effectiveness有效性；效果

expert 专家，能手

Harvard 哈佛大学

international relations 国际关系

issue 问题

market 市场

mention 提及，说起

perspective 透视，观点

research 研究；调查

Stanford 斯坦福大学

technological 技术的；工艺的

technology 技术；工艺

welcome 欢迎

workshop 研讨会；车间

Phrases 短语表

a little more of (sth) 多一点的（某物）

address sb 对（某人）演说/演讲

be a part of 一部分；属于

break for lunch 午餐休息

build relationships 建立关系

come out for (a meeting) 聚集 (开会)

experience success 成功经验

guest speaker 演讲嘉宾

feel free to (do something) 不要拘束，随心所欲 (某事)

have an impact.....对于.....有影响

in addition to.....除了.....以外，另外

in the following ways.....如下方式.....

let me tell you (that)让我告诉你.....

line up 排队

put together 放在一起，加在一起

see results in (aspect) 见 (某方面) 的成果

spend a good deal of time 花大量时间

world-renown 世界著名的

实景对话1

A : Good morning everyone ! We're happy you've all come out for our monthly business meeting. Today we have a great workshop put together for you.Let's welcome our guest speaker, Dr.Calvin Taylor.Dr.Taylor is a world-renown expert in the field of technological development.He's been involved in technological research and development for over twenty years, and has taught at Stanford University since 1990.Let's welcome Dr.Taylor !

B : Hello. It's great to be here with you today.Thank you for

inviting me to be a part of your meeting. My topic for discussion is what impact new technologies will have on the development of international relations in a modern world. This afternoon, we'll be spending a good deal of time talking about how technology can help international diplomatic relations. Mr. Linden has already introduced my background, but let me also tell you that in addition to being a professor at Stanford, I am also a technological consultant for the United States government. I have seen first hand how technology can help diplomatic relations. This issue affects all of us in the following ways. With improved diplomatic relations between countries, we can experience a greater success in our businesses. If you can use technology to help build relationships, you can improve your economy and see results in your businesses. Today, the first thing I'd like to address is a historical perspective. Then I'll talk about what we're doing now. I'll finish up by discussing how these ideas can help us in the future. Feel free to ask questions at any time. Let's start with the first part of my presentation, which is a look at the history.....

A: 各位早上好！我很高兴各位都能来参加我们每月的商务例会。今天我们为各位的到来准备了一个极具吸引力的研讨会。让我们欢迎演讲嘉宾卡尔文·泰勒博士。泰勒博士在技术发展领域享誉世界。他从事技术研发20余年，从1990年起执教于斯坦福大学。让我们热烈欢迎泰勒博士。

B: 大家好，今天很高兴能在这里见到各位。感谢邀请我来参加你们的会议。

今天要讨论的题目是“新技术对现代国际关系发展的影响”。今天下午，我们将花一定的时间来讨论科技如何帮助改善国际外交关系。林登先生已经介绍了我的背景，但是我想告诉你们的是，我不仅是斯坦福大学的教师，还是美国政府的技术顾问。我亲身体验到科技是如何促进外交关系的。这个问题从以下方面影响了我们的生活：改善外

交关系后国家之间可以取得商业上的成功。如果借助科技来保持发展关系，你就能提高经济水平，看到商业上的成果。今天，我要演讲的第一个话题是历史的视角。此后我会谈一些我们现在所做的事情。最后，我会讨论这些想法如何在未来帮助我们。有什么问题随时可以提问。让我们开始第一部分的介绍，就是从历史的角度看.....

实景对话2

A : First, I'd like to welcome you all to our general training meeting. Our program today features a great line up of speakers I'm sure you will all enjoy. Our first speaker this morning will be Mr.Fang Guoliang from Beijing Business Consulting.Mr.Fang will address us, and then we'llbreak for lunch before the rest of the training sessions.Let's all welcome Mr.Fang.

B : Thank you very much, Mr. Chairman.Hello, everyone.As just mentioned, my name is Fang Guoliang, and I am the general director of Beijing Business Consulting. Today I will be addressing How to Expand Your Business in the Asian Market.First, let me introduce a little more of my background.I was trained at Harvard Business School in the United States.My own company, Beijing Business Consulting, has been in operation for the last 5 years and has seen profit increases of over 20%per year.Fortune magazine has named me as one of the leading business minds in China.In this presentation, there are ideas that may save your business as much as\$600 , 000 annually and increase your profit by at least 10%.First, I'd like to address business training, then I'll talk about operational readiness, and I'll finish up by discussing effectiveness.We'll have a question and answer period at the end, so if you'll please hold your questions until then.Now let's begin with the first item, which is business training.....

A : 我对各位今天出席培训大会表示热烈欢迎。我们今天安排了

数位演讲者，我肯定所有人都会尽兴。今天早上的第一位演讲者是来自北京商务咨询的方国良先生。在方先生的演讲之后，是午餐休息时间，然后是其余的培训环节。让我们欢迎方先生。

B：谢谢主席先生。各位好，正如刚才说的，我叫方国良，我是北京商务咨询的总经理。今天我要演讲的题目是“如何在亚洲市场拓展生意”。首先，让我再补充介绍一些我的背景。我受教于美国哈佛商学院。我的公司，北京商业咨询创办5年来每年的利润增长均超过20%。我被《财富》杂志评为中国的商业头脑之一。此次演讲中的理念将每年为您的生意节省大约60万美元，并提高至少10%的利润。首先，我要讲“商业培训”，随后我会谈“运作准备”，最后以讨论“效益”来结尾。最后会有问答时间，如果您有什么问题可以留到那个时候问。现在我们进入第一项，商业培训.....

组织论点 Organizing Your Points

一个良好的观点论述组织方法（in an organized fashion）可以分为三步：提出一个论点，清楚表达；用证据或实例来支持论点；重申你的论点，并过渡到下一个论点。

提出论点

开门见山提出一个论点，可以借助幻灯片，让听众有明确的认识。

⊙The next point I'd like to make is.....

下一个我要说的是.....

⊙As you can see from this graph.....

如图所示.....

⊙Not only are.....important, but also that we must

consider.....

不仅在.....重要，而且我们必须也考虑到.....

⊙So, just to reiterate, we should remember.....

那再重申一下，我们应当牢记.....

⊙This point is clearly illustrated by.....

通过.....这个观点将显而易见.....

观点介绍

在对论点展开具体阐述之前，你需要在25个字之内（25 words or less）进行总体概述，使听众了解下面要说哪些具体内容。使用一些具有路标性质的语句，提示听众已经到了哪一“站”。

⊙My next point is.....

我的下一个论点是.....

⊙Point 2 in my presentation is.....

我讲解内容的第二点是.....

⊙Another thing we have to talk about is.....

还有一个我必须要说的是.....

⊙Next to discuss today is.....

下一个观点是.....

列证据，举实例

列出用于证明你观点的所有证据、实例、故事和类比的清单，可以讲故事、列统计数据表、打比方、讲笑话等。这样不仅可以活跃气

氛，而且让论点更有说服力。例证和实例都必须简洁并有说服力（ quick and convincing ）。

⊙Let me give you some examples.

我来举一些例子。

⊙Here are some statistics you might find helpful.

这里有些统计表可能对你们（理解）有帮助。

综述

重申论点，这样听众会更信服你的结论。用路标性（ signpost ）的语言做总结，告诉听众论点的论述已结束。

⊙To summarize this point.....

对这点进行总结.....

⊙（ At the very end of your talk ） In conclusion.....

（在讲话末了）总而言之.....

⊙And so.....

那么因此.....

下一个论点的过渡

用过渡型的语言来将听众的注意力引到下一个论点。

⊙That leads me to the next point.

这引申出了我的下一个观点。

⊙Now, let's move on.....

现在，让我们转到.....

总结

论点的组织过程与议论文的写作有着异曲同工之妙，都包括“点题、论述、总结、过渡”；都需要论据（实例、数据、统计表等）来充实观点。无论是读者还是听众，必须准确引领他们的思路，让他们到达你的指定地方并信服你的观点。

Words 单词表

advanced高级的；现代的

advertising广告

auditing审计

budget预算

clearly显然，明显

communication通信，沟通

demographic人口统计的，人口的

expenditure支出，开支

market research市场调研

modernize现代化

polling查询；调查

product产品

schedule时间表

statistics统计

summarize综述，概述

test group实验组

update更新

Phrases 短语表

.....and the like等等，诸如此类

a large percentage占有较大比例

as you can see (from.....) 从.....你可以看到

dominate (a market) 主导 (市场)

give an example举个例子

illustrate (a point) 证明 (某论点)

Internet user互联网用户

invest in投资，投资于

it's easy to see why原因显而易见

make a point证明一个论点，阐述论点

marketing strategy营销战略

potential customers潜在客户

product development产品开发

reach (a customer) 发展 (一个客户)

spend more time and money (doing sth) (在做某事上) 花更多的时间和钱

take (sth) into consideration把.....考虑其中

yet only只有才

target audience目标受众，目标对象

well-received by广为（某人）接受

when it comes to.....当涉及.....

实景对话1

A : The next point I'd like to make is the importance of modernizing our communication. This point is clearly illustrated by taking into consideration the potential customers we could reach if we update our marketing strategies.As you can see from this graph, a large percentage of our demographic are Internet users.Yet only 2%of our marketing budget goes to Internet advertising.Here are some more statistics you might find helpful.Our competition spends 45%of their marketing budget on Internet and other high technology advertising.They have been able to dominate the market and it's easy to see why ! To summarize thispoint, we need to think in more advanced ways when it comes to our communication and advertising.

B : I agree !

A : Thank you. Now, not only is changing the way we communicate with our customers important, but we must also consider the strength of our products. My next point is that we need to spend more time and money in developing products that will be better received by our target audience.Let me give you some examples.If we hope to reach a younger market, we should spend time understanding what kind of products teenagers are interested in.We can invest in polling and market research, test groups and the

like.

C : But that costs money.....

A : Very true. But that leads me to my next point.To make money, first we have to invest money.....

A : 我要讲的下一点是通信现代化的重要性。如果我们更新我们的营销战略，我们就会发展到潜在客户，考虑到这个内容，这个观点也就不言自明。如图所示，互联网用户占我们人口总数的比重很大，但我们对于互联网广告的预算只有2%。这里还有一些统计表会有助于你们理解这一点，我们的竞争对手将45%的营销预算花在互联网和别的高科技的广告中。他们能够统领市场的原因也就显而易见了。最后我总结这一点，我认为在我们的通信和广告上，我们需要更先进的媒介方式。

B : 我同意！

A : 谢谢。现在重要的是不仅要改变我们和客户间的沟通方式，也要考虑我们产品的优势。我的下一个论点是我们需要投入更多的时间和资金研发更为目标消费群所接受的产品。让我举一些例子。如果我们希望获得年轻人的市场，我们应当花时间理解什么样的产品才是青少年感兴趣的。我们可以投资调查和市场研究、测试人群等。

C : 但是那是要花钱的.....

A : 没错。这正好引出了我的下一个观点。要挣钱，首先我们必须投资.....

实景对话2

A : So, just to reiterate, we should remember the importance of planning.

My next point is addressing how to schedule the auditing

process. Here is the auditing schedule ; you can see we will plan to evaluate the financial records one department at a time.I hope that all the department heads can pay attention to your department's scheduled date, and make all the financial data available to us at this time.Next to discuss today is what kind of data we will require.....

B : Uh, I have a question.

A : Yes?

B : I see from your calendar that the Production Department is last on the list.

Because we make most of the expenditures, shouldn't we be first?

A : It really doesn't matter which department is audited first, because we evaluate each department separately. Now, as I said, my next point is what information will be required by our auditing team.You must prepare financial accounting for all expenditures your department has made.If you have any specific questions about this issue, please contact any of the auditing team or myself.Now, let's move on.Another thing we have to talk about is when the management will approve the budgets for next year.....

A : 那再重申一下，我们应当牢记计划的重要性。我要讲的下一点是如何安排审计过程时间。这里有一份审计时间表，你们可以看到我们计划一次只审评一个部门的财务记录。我希望每个部门的领导都能注意到安排给你的部门的时间，并且确保在这个时间给我们财务数据。下一个要讨论的是我们所需要的数据的类型.....

B : 嗯，我有个问题。

A : 什么问题？

B：我看到日程中生产部门是最后一个。因为我们花费最多，我们应该是第一个吧？

A：哪个部门先接受审计没有关系。因为我们分别评审每个部门。现在，就我刚才所说的，我的下一个论点是我们审计小组要什么信息。你们需要准备部门所有花销的财务核算。关于该环节的任何问题，你们可以和审计小组的任何成员或我本人联系。现在，我们继续。另外一个我们需要谈的是管理层对明年预算的审批时间.....

用心回答问题 **Handling Questions with Care**

回答问题是演讲成功的关键（major key）之一，因为通过问答阶段（Q & A session），听众就能够发现你对主题的了解和应用程度。

说明提问时间

在演讲之初就应该说明提问时间。演讲过程中的插话会拖延时间，分散重心（harder to keep focused），但如果加以利用，就可以使讲演更有互动性，更有趣（interactive and more interesting）。

⊙We'll have a question and answer period at the end, so if you'll please hold your questions until then.

在接近尾声的时候会有问答时间，您可以把您的问题保留到那个时候。

⊙Feel free to ask questions at any time.

如果有问题随时提问。

⊙There will be time for questions at the end of every section, so please feel free to ask questions when we come to the end of each item.

每个段落结束的时候都会有提问时间，所以在每一项结尾的时候尽管提问。

应对复杂问题

提前准备若干可能问及的问题，将复杂问题分解依次回答（tackle difficult questions one part at a time）。如果有人一次问了3个或者4个问题，别恐慌（panic）。回答问题的第一部分，然后再请他们重复第二个问题。一次回答一个问题（one at a time）就没有那么复杂，而且效果也会很好。

⊙Now what was your second question?

现在您的第二个问题是什么？

⊙I think that should cover your first question, what was the second part of your question?

我想这样应该回答了您的第一个问题，您问题的第二部分是什么？

⊙Does that answer your question?

这是否回答了您的问题？

注意倾听问题

仔细倾听提问者的问题，并且给足时间来完成提问表达。如果有必要，你可以请他重述问题（restate the question），保证理解他的问题内容，尤其是当问题比较复杂，或者所在会议室很大，不是所有的听众都能听清问题的时候。

⊙So you're asking about....., is that correct?

所以您是想问.....对吗？

⊙Do you mean.....?

您的意思是说.....？

⊙For those of you who didn't catch that, this gentleman just asked me.....

对于没有听清的人（我解释一下），这位先生刚才问我.....

永远支持发问

讲演者在评论问题时可能在毫无意识的情况下发表一些有伤害意味的言论（unintentionally hurtful）。在某人发问后，你说“好问题”的时候要多加小心，因为对一个人说过就得对其他人也这么说，否则会被误认为后面的问题没有前面的好。

⊙Let me answer your question this way.....

让我这么来回答您的问题.....

⊙To answer your question.....

要回答您的问题.....

回答简明了当，不必虚张声势

最好别给一个冗长的答复（longwinded answers），越是简短，就越容易记住。同样，如果你不知道怎样回答，也不必虚张声势（don't bluff）。简单说句“我不清楚”，无论如何都要给出答复，并且越快越好（ASAP）。有时候会后给出答案比当下解决问题要好，因为这样可以和提问者建立积极的关系（build a positive relationship）。

⊙To be honest, I'm not really sure about the answer to your question.

老实说，对于您问题的答案，我不是很肯定。

☉ I don't know the answer to your question, but I can find out and get back to you about it.

我不知道您问题的答案是什么，但是我会找出来并且回复您。

☉ I'm not sure how to answer your question, could you elaborate?

我不确定该怎样回答您的问题，您能否详加说明？

总结

之所以要用心应对听众的提问，是因为问题是对讲演者真才实学的考核，也是将演讲内容的“认识”和切实问题的“实践”相结合，让听众心服口服的捷径。有些问题是可以提前准备好答案的，那会得心应手许多；有些则需要认真倾听，临场应对。即便是遇到无法回答的问题，也应该如实相告，尽可能多地在互动中体现尊重和真诚。

Words 单词表

clarify澄清，弄清

comment评论

consumer消费者，顾客

copyright版权

correlation相关

danger危险

design设计

direction方向；方位

effectiveness 有效性；效果

few 少数的，很少的

flexible 灵活的，多变的

hesitancy 犹豫，踌躇

interest 兴趣

issue 问题

marketing 营销

presentation 介绍；讲解

strategy 战略，策略

survive 生存；幸存

technology 技术，科技

trend 趋势；时尚

Phrases 短语表

be responsive to.....对.....做出反应/回应

catch (sth) 听清 (某事) 赶上

charges of 收.....费

clarify an issue 澄清一个问题

clear up (an issue/problem) 清除 (问题/麻烦)

copyright infringement 侵犯版权

don't be shy不要害羞，不用拘束

deal with (an issue/problem) 处理 (问题/麻烦)

in reference to关于，就.....而言

reverse a trend扭转趋势

keep up with (a trend) 紧跟 (趋势)

where (sth) is heading (某事) 走向

open it up (for questions) 恭候提问，等待提问

product line生产线

raise your hand举手

incorporate (sth) into (sth) (某物) 纳入/融入 (某物)

something to say要说的话

to be pending尚未了结的

to be heading towards (sth) (某事) 朝什么方向发展 (前进)

实景对话1

A : We've come to the end of my presentation. Now we have time for a few questions. We have about twenty minutes. Please don't be shy, if you have questions or something to say, please just raise your hand. I'm very interested to hear your comments. Yes?

B : Can you clarify what you said about the copyright issues?

A : Do you mean the copyright issues in reference to our new product line?

B : Yes.....

A : For those of you who didn't catch that, this gentleman just asked about the copyright issues on our new product line. The Legal Department has been dealing with charges of copyright infringement on our designs, but the whole issue is still pending. We aren't able to move forward on this line until the issue is cleared up.

C : What do you think about the future direction in marketing? Do you think we can keep up with future trends? Don't you see some danger with the way the economy is heading?

A : As far as the future direction in marketing, I think we're heading towards an increased use of technology. We need to be more flexible about incorporating new ideas into our marketing strategy. Now what was your second question?

C : What about the way the economy is heading? Do you think we should be worried?

A : Let me answer your question this way.....in order to survive in a modern economy, we must be responsive to the changes in the market. As long as we can stay close to our customers, I feel very optimistic about the future.

A : 到了我介绍的尾声。现在的时间用来提一些问题。我们大约有20分钟的时间。不用拘束，你们有什么问题或有什么要说的，请举手。我很有兴趣来听你们的评论，好吗？

B : 您能否详细解释一下您刚才谈到的关于版权的事宜？

A : 您所说的是关于我们生产线的版权吗？

B : 是的.....

A：没有听懂的人，再听一下，这位先生是想问有关我们新生产线版权的事宜。

法律部门正在核算我们的设计遭侵权的版权费，但是还没有结果。如果这个问题不能搞清楚，我们就不能继续向前走。

C：您怎么看未来营销的方向？您觉得我们能够赶上未来的趋势吗？您觉察到经济走向方面的危险了吗？

A：就未来的营销而言，我认为我们正面向的是与日俱增的对技术的运用。

我们需要更灵活地在营销战略中纳入更多新思路。现在您的第二个问题是什么？

C：经济走向怎么样？您觉得我们是否该为此担忧？

A：让我这样来回答您的问题……要在现代经济中生存，我们就必须对市场的变化做出反应。我们和客户走得越近，就越能感受到对于未来的乐观。

实景对话2

A：And with that, I'd like to conclude my presentation. Now I'd like to open it up for questions. Yes, you in the back?

B：Thank you for your presentation. I do have a question, however. You mentioned trends in the market are tending towards hesitancy and consumer restraint. I was wondering what your take is on the reasons why we are seeing this.....

A：To answer your question, I think there is a very direct correlation to the current state of the economy. When the economy is in recession, you start seeing these types of things.

C：So can you talk a little more about recovery?

A : I'm not sure how to answer your question, could you elaborate?

C : I mean, what kinds of actions should the government be taking to reverse these trends? Can we overcome the damage that has already been done? What can we do as individuals to help improve the situation?

A : Well the government is increasing spending and approving stimulus funding to get things back on track. I think that should cover your first questions. What was the second part of your question?

C : What is it we can do?

A : Yes, well, as individuals, we have to learn to live within our means and support small businesses. That will jump start the economy in a grassroots kind of way. Does that answer your question?

A : 到这里，我就结束了我的讲话。现在，我愿意解答疑问。好，坐在后面的那位？

B : 感谢您的演讲。但是，我的确有个问题。您提到市场的趋势是克制和消费者的犹豫不决。我想知道您有什么理由让我们这样认为.....

A : 就您的问题而言，我觉得这是和目前的经济状况直接相关的。如果经济衰退，您将会看到上面的情况。

C : 那您能否再进一步谈一下经济复苏的问题？

A : 我不是很确定您的问题，您能否详加说明？

C : 我的意思是，我们的政府应当采取哪些措施来扭转这个趋

势？我们能否克服已经造成的损害？作为个体，我们应当怎样来帮助改善这种状况？

A：我们的政府正在增加开支并且批准了刺激资金计划来使事情回到正轨上。

我想这样应该回答了您问题的第一部分，您问题的第二部分是什么？

C：我们能做什么？

A：好的，作为个体，我们应当量入为出，支持小型企业，这将会从根本上推动经济的发展。这算回答您的问题了吗？

收尾有力 **Concluding with Power**

有效的收尾是一个集逻辑和情感（logical and emotional elements）于一体，巧妙调动听众情绪的过程。如果想要一个令人振奋、印象深刻的结尾，可以尝试如下步骤。

收尾信号

首先是收尾信号（stop sign）。收尾信号是提示听众接近尾声的口头暗示（verbal signal）。表达时语气要坚定，听众因为知道要听到最后的陈词，精神会为之一振（perk up）。

⊙In conclusion.....

总而言之.....

⊙In summary.....

总之.....

⊙To sum things up.....

最后总结.....

总结中心思想

回顾（recap）你讲话中的主要观点。一句带过，点到为止。

⊙What we've talked about today is.....

今天我们所讨论的是.....

⊙So, we've discussed A, B and C.

因此，我们讨论过了A、B和C。

⊙I hope everyone now has a better understanding of A, B and C.

我希望每个人对于A、B和C都有了更深层次的理解。

激励听众

明确地告诉听众，讲演中的想法和主意实施起来并非易事（not too easy to implement），同时也要尽可能地鼓励他们，甚至可以通过表决心来带领大家面对挑战。此外，还要表现出乐观情绪（optimism），坚信未来的成功。最后的话语要提高声调，感染听众。

⊙I believe we can all make a difference on this issue.

我相信我们都能够在这个事情上有所作为。

⊙We can be successful, if we just.....

只要我们.....我们就会成功。

⊙I know I will work harder in this area, and if you are all willing to jump on board, we will see success in the future.

我知道我在这个方面需要更加努力，如果你们愿意与我同舟共济，我们就一定能见到成功的曙光。

暂停并致谢

致谢预示着尾声（signals the finish），并且在听众鼓掌期间稍作暂停，向其点头致意。

⊙So let me say, thank you very much for your time.

所以我想说，非常感谢各位的时间。

⊙Thank you.I appreciate your time and attention.

谢谢，感谢各位的时间和关注。

暂停

直到观众的掌声渐落，这时可以请求解答疑问（solicit and answer questions）。

⊙Are there any questions?

还有什么问题吗？

⊙Does anyone have any questions they'd like to ask?

谁还有什么问题要问吗？

⊙Thank you.I'd like to open it up for questions now.

谢谢，我现在可以解答问题。

总结

收尾的好坏直接决定是“前功尽弃”还是“锦上添花”。发出收尾信号、重点突出的回顾，带动听众一起与你挑战未来。如果能以类

似“黑夜给了我黑色的眼睛，但我要用它来寻找光明”之类的警句来升华你的讲演，那一定是一个掷地有声的收尾。

Words 单词表

appreciate欣赏；感激

aspect方面

brand品牌；品牌化

custom风俗；习惯

customer消费者，客户

edgy前沿（水平）的

element元素，成分

fashion时尚

increase增加

lightweight轻量级，轻型的

particular特别的，尤其的

practicality实用性，实效

profit利润；利益

relationship关系

relative相对的；相关的

retain保留，留存

retention保留；保持

stage舞台；阶段

success成功

successful成功的

trendy时尚的，流行的

visibility能见度，可见性

willing乐意的，愿意的

Phrases 短语表

back on track回到正轨

be committed to.....致力于.....

be on top (of the competition) 胜出（竞争）

brand development品牌发展

customer loyalty客户的忠诚度

customer service客户服务

grow a brand品牌成长

heavy duty重型的

I know我知道，我很清楚

implement technology实施/运用科技.....

in conclusion在结尾，最后

jump on board上船；同舟共济

let me say.....让我说.....

make a difference有影响，起作用

(sth) transfer to (sth) (某物) 转变成 (某物)

time and effort时间和精力

to be vital to.....对.....至关重要

what will make the difference视情况更改

with time随着时间推移，逐渐地

实景对话1

A : In conclusion, we must spend more time and effort in customer retention. What we've talked about today is why customer relationships and customer loyalty is so important to developing our brand. I hope everyone now has a better understanding of brand development, customer service, and how to make customer loyalty transfer into profit increases. I know I will work harder in this area, and if you are all willing to jump on board, we will see success in the future. (Pause) So let me say, thank you very much for your time. (Applause, pauses until applause finishes) Does any one have any questions they'd like to ask?

B : I have a question. Do you think that customer loyalty is more important than brand visibility?

A : Do you mean importance in the development of the brand?

B : Yeah.

A : Actually, both customer loyalty and brand visibility are vital to growing your brand, but the relative importance of each

aspect changes depending on the particular stage your brand is in. In other words, in the very beginning, perhaps brand visibility is more important, but with time, customer loyalty is what will make the difference for your brand.

B : I see. Thank you.

A : 综上所述，我们必须在客户维系上投入更多的时间和精力。我们今天所谈的是为什么客户关系和客户的忠诚度对我们的品牌发展如此重要。我希望每个人都对品牌发展、客户服务，以及如何将客户的忠诚转化为效益有更深入的理解。我知道我在这个方面需要更加努力，如果你们愿意与我同舟共济，我们就一定能见到成功的曙光。（掌声）所以我想说，非常感谢各位的时间。（鼓掌，停顿到掌声渐落）谁还有什么问题要问吗？

B : 我有个问题，您是否认为客户的忠诚度比品牌的知名度更重要？

A : 您是说对品牌发展的重要性吗？

B : 是的。

A : 事实上，客户的忠诚度和品牌的知名度对品牌的成长都至关重要，但是，随着品牌发展所处的阶段不同，各方面的相对重要性也在发生着变化。换句话说，在最开始的阶段，品牌的知名度更重要些，但是随着时间的推移，客户的忠诚度将影响您的品牌。

B : 我明白了，谢谢。

实景对话2

A : In summary, the project design we have customly created for your company contains elements of practicality and fashion. At the same time we've implemented advanced technology and retained our edginess to keep you on top of your competitors. At

Cosmetic Design, we are committed to helping our clients be successful and trendy.I believe this design can make a real difference for your company. (Pause) Thank you.I appreciate your time and attention.Are there any questions?

B : What materials are you using to construct the backdrop on our platform?

A : Let me show you the slide on that again. If you look carefully, you can see the backdrop is constructed out of a lightweight, heavy duty plastic material that will be easy to ship to the exposition site, but at the same time be durable to last.

A : 总之，该项目的设计是为贵公司量身定做的，兼具实用性和潮流性。与此同时，我们运用了高科技，保证你们比你们的竞争对手略胜一筹。在外表设计上，我们致力于帮助客户尽显成功和时尚。我相信这个设计在贵公司会大有作为。（掌声）谢谢。感谢各位的时间和关注。还有什么问题吗？

B : 您使用什么样的材料来建造平台背景？

A : 我再放一下幻灯片。如果您仔细看，您就会看到背景是用一种轻的重型塑料制成，把它运输到展览地点，极其容易，并且持久耐用。